



Waterloo Catholic
District School Board

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News Release

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For immediate release

St. Mary's High School and the Waterloo Region Crime Prevention Council Challenge Waterloo Region to **THINK** -- and "***Band Together***" to End Bullying



Waterloo Region, ON – St. Mary's High School and the Waterloo Region Crime Prevention Council are challenging all families, organizations, schools, churches and businesses in Waterloo Region to **THINK** and "***Band Together***" to end bullying. As a prelude to ***Bullying Awareness and Prevention Week*** (November 18-24) St. Mary's is partnering with the Crime Prevention Council during the week of November 12-16 to introduce ***Project THINK***.

Project THINK is an initiative of the Crime Prevention Council and an extension of St. Marys' successful ***Kindness Matters*** initiative. The ***THINK*** initiative encourages people of all ages and backgrounds to ask the following questions before they text, tweet, email or post to Facebook and other social media:

- ✓ Is it **T**RUE
- ✓ Is it **H**URTFUL
- ✓ Is it **I**LLEGAL
- ✓ Is it **N**CESSARY
- ✓ Is it **K**IND

To help reinforce this important message, on November 12 at 10:30 a.m. all students and staff at SMH will be given a **blue elastic band** and asked to wrap it around their cell phone or personal communication device (if they have one) as a reminder to **THINK** first. In this way, the entire school community will show solidarity with all bullying victims by "***Banding Together***" to create awareness and end bullying. Blue is a recognized colour symbolizing anti-bullying. A special ***THINK*** poster will be very visible in the school foyer as a reminder to end bullying and laminated posters will be placed in each classroom as a daily reminder to ***THINK***.

At the ***Project THINK*** launch everyone in Waterloo Region will also be encouraged to visit the Crime Prevention Council website (www.preventingcrime.ca/) to click the special "***Band Together***" button and take ***The Pledge to End Bullying*** – sponsored by CTV News.

Twitter users are encouraged to tweet about ***Project THINK*** using the hashtags **#THINK** and **#bandtogether**.

"Here's our challenge to the community," said St. Mary's Principal Gale Daly. "We want everyone in Waterloo Region – including businesses, community organizations, churches, individual families and, of course, schools -- to join us in building a culture of kindness: to fight bullying by stopping to ***THINK*** and by banding together with a simple blue elastic band to say loud and clear that bullying can be stopped and Waterloo Region is committed to help end it."

“We think it is very important for people to understand that bullying is not just a school problem”, said Crime Prevention Council Executive Director Christiane Sadeler. “Bullying – particularly cyber-bullying – cuts across all organizations, age groups, ethnic backgrounds and social circumstances. The only way to stop it is to band together...to *THINK*...and to stop bullying in its tracks whenever and wherever we see it. We’re proud to support SMH in this important work and we call on everyone in Waterloo Region to grab a blue elastic band, band together and actively commit to ending bullying everywhere.”

The Waterloo Catholic District School Board, representing more than 100,000 Catholic school supporters, operates 51 schools and five adult education facilities serving more than 40,000 elementary, secondary and continuing education students in Waterloo Region – continuing a 176-year tradition of quality, inclusive, faith-based education. Follow on Twitter: **@WCDSBNewsWire - #WCDSBAwesome.**

The Waterloo Region Crime Prevention Council works collaboratively to reduce and prevent crime, victimization and fear of crime. It is an advisory committee to the Region of Waterloo and consists of 39 members representing the community-at -large, social services, education, health, planning, justice, police, and community agencies among others. Follow on Twitter: **@preventingcrime**

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