



WE INVITE YOU TO PARTICIPATE IN #PinkShirtPromise

An initiative to help end bullying.

Metropolis at Metrotown is embarking on an initiative for social change in support of the anti-bullying movement in Canada. We invite you to get involved by making a promise for kindness with **#PinkShirtPromise**, in partnership with Shaw Communications and Post-it® Brand, trademark of 3M.

Did you know? Bullying affects people of all age groups, backgrounds and genders online, at school or at work. Forty percent of Canadian workers experience bullying on a weekly basis, and 47% of Canadian parents report having a child victim of bullying. Let's stand up together to help end bullying.

HOW TO PARTICIPATE:

Participating is free and easy. All you have to do is be willing to encourage your colleagues to write their promise for kindness on a Post-it Note. These messages can be shared with colleagues and forwarded to Metropolis at Metrotown's Administration Office for inclusion on our in-mall Post-it Pink wall.

To participate, simply fill out the participation form and email it back to Sarah Wong at sarah.wong@ivanhoecambridge.com by **Friday, February 5**. You will receive your #PinkShirtPromise kit by **Thursday, February 11**.

Starting on February 17th, Metropolis at Metrotown will have a Post-it Pink wall on display in Grand Court (on the lower level). Post-it Note promises will be posted on the wall until February 24th. We will encourage shoppers and retailers to post their written promises as well. For every promise posted on the wall between February 17th to February 24th, we will donate \$1 to the CKNW Orphans' Fund to help end bullying in our community.

In addition, we will invite our online communities to share their #PinkShirtPromise with us on social media starting on February 9th. Join us and follow along at @MetropolisatMet. Shaw will be running a contest, and the prize includes a trip for two to Toronto, a guest appearance on Entertainment Tonight and a \$1,500 shopping spree. Entry is by sharing a #PinkShirtPromise on social media.

On a designated day in February, wearing a pink shirt has become a symbol of support for the Anti-Bullying Movement in many communities. **This year, February 24th is Pink Shirt Day, and we invite you and your colleagues to wear a pink shirt to show your support.**

#PinkShirtPromise is an initiative by Metropolis at Metrotown in partnership with Shaw Communications and Post-it® Brand, trademark of 3M. We are excited to launch this initiative, and we hope you will get involved.

#PinkShirtPromise is proudly supported by the Shaw Kids Investment Program.

QUESTIONS? Please contact: Sarah Wong, Assistant Marketing Director at Metropolis at Metrotown at sarah.wong@ivanhoecambridge.com or 604.630.3365.

#PinkShirtPromise Participation Form

YES! WE WOULD LIKE TO PARTICIPATE.

ORGANIZATION NAME: _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

CONTACT: _____

PHONE: _____

EMAIL: _____

FOR YOUR KIT, PLEASE INDICATE REQUESTED QUANTITIES BELOW:

_____ **# OF POST-IT NOTE PADS (90 SHEETS PER PAD)**

_____ **# OF STICKERS (TO BE WORN) FOR YOUR COLLEAGUES**

*From February 17th to February 24th, an in-mall Post-it Pink wall will be created to display promises of kindness written on Post-it Notes. If you wish, please forward your promises to the Metropolis at Metrotown administration office so they can be included in the display.

Please return your completed participation form by Friday, February 5. Thank you!

Thank you,

Sarah Wong

Metropolis at Metrotown