PROCLAMATION

Pink Shirt Day

WHEREAS: Every year, the last Wednesday in February is recognized as Pink Shirt Day, a day dedicated to standing up against bullying and promoting kindness and inclusion.

Pink Shirt Day began in September 2007, when a ninth-grade boy at a Canadian high school was bullied for wearing a pink shirt on his first day of school. After witnessing the incident, two fellow students organized a school-wide act of support by wearing and distributing pink shirts, encouraging others to take a public stand against bullying.

What began as a simple act of kindness and support has since grown into a global anti-bullying movement, with participants in more than 180 countries. The CKNW Kids' Fund continues to lead Pink Shirt Day, raising funds to support year-round anti-bullying programs. Supported by its Respectful Workplace Policy and Equity, Diversity and Inclusion Strategy, the City of Brampton remains committed to fostering inclusive and welcoming spaces in the workplace and across the city.

Bullying remains a significant issue in Canada. One in five youth experience frequent bullying and have reported feeling lonely while one in four youth struggle to make friends. In the workplace, 55 percent of Canadians report that they, a co-worker, or both have experienced bullying. These realities remind us that we all have a role to play in ending bullying in schools, workplaces, online, and throughout our communities.

By wearing pink on February 25th, we demonstrate our shared commitment to celebrating diversity, cultivating inclusion, and standing up to all forms of bullying in our city.

THEREFORE: I, Mayor Patrick Brown, on behalf of Brampton City Council, do hereby proclaim February 25, 2026, as "Pink Shirt Day" in the City of Brampton.

Mayor Patrick Brown, City of Brampton