

**Pink**  
SHIRT DAY



**#PINKITUP #STOPBULLYING #BIRDIESFORKIDS**

**DARE TO CARE'S  
PINK IT UP  
CHALLENGE**

FOR THE WEEK OF  
FEBRUARY 25<sup>th</sup>, 2019





# DARE TO CARE'S PINK IT UP CHALLENGE



Win a Free School Wide Dare to Care Student Day experience and take Dare to Care's "PINK IT UP" challenge. For the week of February 25<sup>th</sup>, and in collaboration with Pink Shirt Day on February 27<sup>th</sup>, we're challenging schools to create a pink-themed fundraiser. Don't just wear pink...."PINK IT UP" and take a stand against bullying! The Rules are simple!

- 1) Create a pink-themed fundraiser.
- 2) Raise a minimum of \$20.00.
- 3) Post a picture with your results by March 6<sup>th</sup> and tag it on both the Twitter & Facebook links below to qualify!

 @daretocare2 | @AltaLink | @ShawClassic

 @daretocare | @AltaLink | @ShawClassic

- 4) Send in your donations (Instructions on page six).

WINNER WILL BE ANNOUNCED ON MARCH 8<sup>th</sup>, 2019.

We're tickled pink to be a part of the Shaw Birdies for Kids presented by AltaLink (BFK). Every dollar you raise for the PINK IT UP challenge will be matched by BFK. LEARN MORE ABOUT BFK ON PAGE FIVE...

## #BIRDIESFORKIDS





# BULLYING SUCKS

Bullying Sucks! Each day, over 150 students miss school because of bullying and Dare to Care is continuing to make a difference one school at a time. This year, Dare to Care is challenging schools to ramp up their Pink Shirt Day by taking the Pink It Up Challenge (for a day or the entire week). 100% of the funding from the Pink It Up Challenge will go towards subsidizing the cost of the Dare to Care program in schools across Canada.

And don't forget that all of your donations will be matched up to 50% by BFK. So whether it's \$50 or \$500, your schools contribution will make a significant difference (more info about BFK on page 5).

So grab a few students and a few parent volunteers and let's see what can happen. Don't just wear pink....Pink It Up! Need some ideas.....

Don't have time? Not a worry, you can raise funds all the way up until September 1<sup>st</sup>, 2019

## #BIRDIESFORKIDS

# SOME SWEET IDEAS

Some fundraising ideas we  
"PINK" are great!

- Pink Lemonade Sale
- Pink Bake Sale
- Pink Lollipops
- Pink Cotton Candy
- Pink Craft Sale
- Pink Kindness Rocks
- Pink Carnations





# BIRDIES FOR KIDS



## SHAW BIRDIES FOR KIDS PRESENTED BY ALTALINK

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Shaw Birdies for Kids presented by AltaLink is a fundraising program designed to give charities the opportunity to solicit donations and receive additional funding of up to 50%. From February 1<sup>st</sup>, 2019 until September 1<sup>st</sup>, 2019 Participating charities will receive 100% of EVERY DONATION collected on their behalf, as the Shaw Charity Classic covers all administrative costs to donate.

Please help Dare to Care, Canada's most comprehensive Bully Prevention program, reach more schools and communities throughout Canada.

For more Information and event info please visit: [shawcharityclassic.com](http://shawcharityclassic.com).

PRO-AM GOLF EVENT DATES: Aug 28 - Sept 1, 2019  
LOCATION: Canyon Meadows Golf & Country Club.



@AltaLink | @ShawClassic | @Shaw



@AltaLink | @ShawClassic | @Shaw

# #BIRDIESFORKIDS

# YOU ARE WHAT YOU TWEET



TO BE ELIGIBLE  
**PINK IT UP**  
**POST IT UP**

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Create your pinkably perfect idea, post your results on these social media platforms below by March 6<sup>th</sup>, 2019 to qualify to win a Free School Wide Dare to Care Student Day experience. Winner will be announced on March 8<sup>th</sup>, 2019

 @daretocare2 | @AltaLink | @ShawClassic

 @daretocare | @AltaLink | @ShawClassic

## #BIRDIESFORKIDS



## TWO WAYS TO **DONATE**

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1) Go to our website at:

[www.daretocare.ca](http://www.daretocare.ca) and click on the Birdies for Kids link (make sure to select Dare to Care in the drop down menu of charities, **OR**

2) Send a cheque made out to:

Calgary Shaw Charity Classic Foundation  
c/o Dare to Care to 359 Hawkstone  
Close N.W. Calgary, T3G 3P1

Any questions, please contact:

Lisa Dixon-Wells and 403-620-5156 or  
[lisa@daretocare.ca](mailto:lisa@daretocare.ca)

