



Canadian  
Red Cross

Croix-Rouge  
canadienne

## NEWS RELEASE

### Saskatchewan credit unions accepting donations for the Canadian Red Cross “Imagine...No Bullies” appeal

(Regina, August 14, 2007) – Canadian Red Cross and SaskCentral today announced that effective immediately, cash donations to support the Red Cross “**Imagine...No Bullies**” appeal will be accepted at participating Saskatchewan credit unions until September 15, 2007.

The Canadian Red Cross launched its “**Imagine...No Bullies**” appeal in Regina on August 8<sup>th</sup> with a goal to raise \$100,000 to expand bully prevention education and help put a stop to bullying in Saskatchewan.

Every day in Saskatchewan, children face cruel treatment at the hands of their peers. This bullying behaviour is often dismissed as harmless and a “normal” part of childhood. But for those who are targeted, it isn't normal - and it needs to stop.

The Canadian Red Cross is working to stop bullying through ***Beyond the Hurt***, which teaches targets and bystanders how to respond and react in bullying situations. Raising \$100,000 will allow Red Cross to expand ***Beyond the Hurt*** to reach an additional 1,500 youth in schools and communities throughout southern Saskatchewan.

“We appreciate the support of Saskatchewan credit unions in collecting donations for this appeal,” says Cindy Fuchs, Regional Director for the Canadian Red Cross in southern Saskatchewan. “Money raised through this appeal will stay in Saskatchewan to fund bullying prevention education here.”

“We strongly support any initiative that will ensure our communities are safe environments for our youth,” says Sid Bildfell, CEO of SaskCentral. “Saskatchewan credit unions are pleased to assist the Canadian Red Cross with this appeal.”

Through the generosity of many individual and corporate donations, over \$72,000 has already been raised towards the \$100,000 goal. Red Cross acknowledges the work of its volunteer appeal committee and acknowledges the support of its community partners, media sponsors, and all those who have supported the appeal to date.

Donations to the *Imagine...No Bullies* appeal can be made:

- online at [www.redcross.ca/imagine](http://www.redcross.ca/imagine)
- by phone, toll-free at 1-800-418-1111
- in person or by mail to the Red Cross office at 2050 Cornwall Street, Regina SK, S4P 2K5 (cheques should be made payable to the Canadian Red Cross and marked “Imagine No Bullies” appeal)
- at any Saskatchewan credit union branch

Saskatchewan credit unions have an ongoing arrangement with the Canadian Red Cross to assist them with their fundraising appeals.

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**For more information, please call:**

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