



Press Release

For Immediate Release

October 10, 2020

Calgary-AB-Act2endracism launches a nationwide campaign on World Mental Health Day. The group has mobilized students, politicians, influencers in several cities in Canada to share stories to combat racism.

The #speakup campaign was launched in Edmonton, Calgary, Winnipeg, Saskatoon, Montreal, Toronto, Vancouver, Langley, and Surrey. The campaign encourages people to use and share Act2endracism's new Instagram filter. For every 10 shares on social media, 1 mask will be donated to an essential worker, such as grocery store workers, bus drivers and teachers.

Act2endracism founder and former Alberta MLA Teresa Woo-Paw said, "Racism is not okay. We are hearing about more cases of violence towards Canadians. Just yesterday an attack against an Asian woman in the morning in Calgary. And students walking out in protest against racism in their school. This has to stop, racism hurts and takes a toll on your mental health. We need to speak up."

Ambassadors across Canada are delivering resources to the community with tips on how to deal with racism and how to stay safe. The resources are translated into several languages: English, French, Korean, Tagalog, Japanese, Vietnamese, Traditional & Simplified Chinese,

"We know many people don't report racism for a variety of reasons. They think it's not important enough or they don't know where to report it. Language is a major barrier so we developed resources and a reporting line to help overcome those challenges. All of us must speak out," said Tung Chan, former Vancouver city councillor.

If you see racism or are a target report online www.ACT2endracism.ca or text 1-587-507-3838. The #speakup campaign will continue throughout October.

For information and to arrange an interview:

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