



MEDIA RELEASE

I AM SOMEONE Ending Bullying Society Introduces New Spokesperson

July 14th, 2015

Port Coquitlam, B.C. – The **I AM SOMEONE Ending Bullying Society** is pleased to announce today that Miss Teenage British Columbia 2015, Sienna Leone, will act as the organization's official spokesperson. Having faced bullying in the past, Ms. Leone shares I AM SOMEONE'S commitment to end bullying, and will be involved in helping to spread the word through personal appearances, digital and social media campaigns. Ms. Leone will deliver the message to youth- explaining how the 211 texting program works for youth who are experiencing issues with bullying and may be scared and not know what to do. The service allows youth to send an anonymous text message to 211 where they can access non-judgmental professional support offering them someone to talk to and/or services in their community that can help.

Quotes:

Greg Moore, President of I AM SOMEONE, Mayor of Port Coquitlam –

"We are very excited to have Ms. Leone come on board with us to help elevate the message that youth can text 211 to get support and to talk to someone. Sienna has felt the effects and experienced being bullied and as a result she will make a fantastic spokesperson. This partnership will kick off with an elevated campaign, to broaden its reach regionally then provincially and ultimately across Canada."

Sienna Leone, Official Spokesperson of I AM SOMEONE, Miss Teenage BC 2015 –

"Being invited to work with I AM SOMEONE and be the spokesperson of such an amazing organization is truly an incredible opportunity. I feel blessed to help an anti-bullying organization because it is something that hits home for me and is close to my heart. This announcement helps me and the organization, together we can make a difference. When you have a group of people ready to stand up to bullying, you are destined to make a change, and that is exactly what I see is going to happen."

Erin Moore, Executive Director of I AM SOMEONE -

"We see this partnership with Ms. Leone as a way to reach a broader audience, and deliver credibility of our commitment to end bullying. She perfectly embodies I AM SOMEONE and what we stand for and hope to achieve. Having experienced being bullied herself we are impressed with Sienna's drive to be socially responsible and make a difference in other teen's lives."

Quick facts:

- I AM SOMEONE was formed in 2012 by community leaders in Port Coquitlam following the tragic suicides of a number of local youth.
- The I AM SOMEONE Ending Bullying Society, together with bc211 and TELUS, successfully partnered on a pilot project to provide youth in the Tri-Cities area with an innovative texting tool.
- Pilot is now complete and IAS is working to get the message out regionally, provincially and eventually across Canada.
- Youth experiencing issues with bullying may be scared and not know what to do. By sending an anonymous text message to 211, they can access non-judgmental professional support, as well as options, information, and referrals to services in their community that can help.
- The average teen sends 3,339 texts per month.
- On average youth between 13 to 18 years of age check their phones for messages every 6.5 minutes. That's an average daily 'check' of 150 times.
- Canada has the 9th highest rate of bullying in the 13-year-olds category on a scale of 35 countries
- At least 1 in 3 adolescent students in Canada have reported being bullied recently
- 47% of Canadian parents report having a child victim of bullying
- Any participation in bullying increases risk of suicidal ideas in youth
- bc211 is a nonprofit agency that provides information and referral to social, community and government services in Metro Vancouver, Fraser Valley, Sunshine Coast and Squamish-Lillooet Regional Districts.
- bc211 is staffed by certified informational and referral specialists who provide non-judgmental support, information and connects people with the help they need.
- The research to date, provided by bc211, shows that youth are texting about bullying and other issues such as mental health, loneliness, gangs, sexual exploitation, date violence, hate crimes, discrimination and abuse.

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Photos of Sienna Leone below



