



TELUS backs anti-bullying texting pilot program in BC
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PORT COQUITLAM, BC – TELUS has thrown its support behind a new text messaging pilot program that will provide support to young people who have been bullied or are bullying others.

The I Am Someone Ending Bullying Society, together with bc211 and TELUS, are launching the service in September as a pilot in the Tri-City area of Port Coquitlam, Coquitlam and Port Moody. With a focus on the 12,250 students in public and private secondary schools in SD43, the pilot will run between September and December 2014 with hours of texting service Wednesday to Sunday from 3:30 PM – 11:00 PM PT.

The platform will enable youth dealing with bullying; as well as issues ranging from gangs, sexual exploitation, date violence, hate crimes, discrimination and abuse; to send a text for support and assistance in finding help. The pilot will be operated by bc211, a telephone service that provides information and referral to social, community and government services in Metro Vancouver, Fraser Valley and Squamish-Lillooet Regional Districts. bc211 is staffed by certified informational and referral specialists who provide non-judgmental support, information, referrals and crisis support. The service also operates VictimLink BC, Youth Against Violence Line, Alcohol and Drug Information and Referral Line, and Problem Gambling Help Line.

TELUS has supported the texting service pilot with a \$40,000 donation, and TELUS Mobility and TELUS Local 51 employees have also supported the cause by raising close to \$3,500 for I Am Someone. The anti-bullying texting service hopes to expand to other communities in the province, and could eventually go national.

“TELUS is committed to helping change lives through the power of technology,” said Jill Schnarr, TELUS’s VP community affairs, in the news release. “This new texting program will give kids who need help the opportunity to reach out for support using their smartphones – ensuring safer, healthier futures for our youth and our communities.”

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