What is the Day of Pink?

The second Wednesday in April marks the International Day of Pink. It is a day where communities across the country, and across the world, can unite in celebrating diversity and raising awareness to stop homophobia, transphobia, transmisogyny (the negative attitudes, expressed through cultural hate, individual and state violence, and discrimination directed toward trans women and trans and gender non-conforming people on the feminine end of the gender spectrum), and all forms of bullying.

The International Day of Pink was started in Nova Scotia when 2 straight high school students saw a gay student wearing a pink shirt being bullied. The 2 students intervened, but wanted to do more to prevent homophobic & transphobic bullying. They decided to purchase pink shirts, and a few days later got everyone at school to arrive wearing pink, standing in solidarity. The result was that an entire school took a stand and began working together to prevent homophobic & transphobic bullying.

The message was clear: anyone can bully, any can be victimized by bullying, but together we can stop it.
Each year on the second Wednesday of April, millions of people wear pink and take a stand. The Day of Pink is a symbol, a spark, that empowers and inspires youth across Canada to create amazing social change!

Origin Story

Toronto District School Board and Staff

Flash Mob Vancouver