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Building Nunavut Together
Nunavuliuqatigiingniq
Bâtir le Nunavut ensemble

Public Service Announcement

Pink Shirt Day 2026

Start Date: February 17, 2026
End Date: February 25, 2026
Nunavut-wide **30 sec**

Wednesday, February 25, is Pink Shirt Day, which is observed each year by wearing pink as a way to show a unified stand against bullying. By wearing pink and showing empathy and compassion, we can take a step forward toward helping and healing others.

This year's theme is "Sprinkle Kindness" and it is about each person recognizing their impact on cultivating a friendly, caring, and safe environment.

On Pink Shirt Day, we remind each other of our pledge to not tolerate bullying anywhere: not in school, not at home, not in the community, and not online. However, Nunavummiut are urged to embrace and remember this message, and to show kindness year-round.

The Department of Education encourages all schools and communities to wear pink to demonstrate Inuuqatigiitsiarniq, which means respect and caring for each other.

Join the Department of Education and support Pink Shirt Day!

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Media Contact:

John M. Manzo
Manager, Communication
Department of Education
867-975-5509
info.edu@gov.nu.ca

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