

PREVNet Partners with Cracking Up the Capital

Toronto February 5 2014 – PREVNet (Promoting Relationships and Eliminating Violence Network) has partnered with Cracking Up the Capital to help raise awareness and promote bullying prevention at this year's Winterlude celebration.

Cracking Up the Capital is celebrating its 10th year of bringing North America's top comedic talent to the Nations Capital in order to raise awareness and funds for mental health in the community. This year, Cracking Up the Capital will take place over 4 days: February 5th-8th. It is an event in the Winterlude Celebration and will be part of the Winterlude Youth Party hosted by Heritage Canada on February 8th at 7pm.

As part of Cracking Up the Capital festivities, Rick Mercer will be presented with a Lifetime Achievement Award at the February 8th Gala show at the National Arts Centre.

As Canada's authority of bullying prevention, PREVNet – Promoting Relationships and Eliminating Violence Network, is thrilled to be able to provide important information for parents, teachers, and youth as part of Cracking Up the Capital.

Bullying behaviours takes a significant and often life long toll on those who are victimized as well as those who act as aggressors. Both groups of children and youth are at a higher risk for mental illness including depression, anxiety, and suicide. Often, these side effects of bullying stay with children through to adulthood. 59% of Canadian adults, over 15 million people, report being bullied at least once as either children or teens.

Bullying is a relationship problem. It represents a destructive relationship with that also puts children and teens at risk for further destructive relationships as they grow including relationship violence. The best strategy in preventing bullying is to foster and promote healthy relationships.

About PREVNet

Launched in 2006, the Promoting Relationships and Eliminating Violence Network (PREVNet) is led by Scientific Co-directors: Dr. Debra Pepler of York University and Dr. Wendy Craig of Queen's University.

Currently funded as a Knowledge Mobilization Network, PREVNet is a not-for-profit network of 81 leading Canadian research scientists, 110 graduate students and emerging scholars, 28 universities, and 56 national youth-serving organizations.

PREVNet's unique approach to bullying prevention is grounded in science. We leverage the best and most up to date scientific research in the creation, and implementation of a wide range of tools, strategies and programs. Our evidence-based programs and practices work resulting in positive change for children, youth, and the adults in their lives.

Please visit PREVNet for more information and resources: www.prevnet.ca

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