



FOR IMMEDIATE RELEASE

Dilico Anishinabek Family Care and the Children's Aid Society of the District of Thunder Bay Celebrate What Kids Can Do & Announce Step Up Hero Awards with Special Guest Wab Kinew.

Thunder Bay, ON, October 1st, 2018- Today, Dilico Anishinabek Family Care and the Children's Aid Society of the District of Thunder Bay are pleased to announce the annual Step Up campaign in support of Child Abuse Prevention Month. The organizations are thrilled to open nominations for the **Step Up Hero Awards** that will bring musician, journalist, author and Indigenous Advocate, Wab Kinew to Thunder Bay.

The Step Up Hero Awards will be held on November 16th, 2018, and will recognize children and youth that are stepping up in their communities and schools in a positive way. "Whether it be through volunteering, helping others, being a good friend, participating in Indigenous culture, or excelling in academics or athletics, we want to know what makes children and youth special," says Darcia Borg, Executive Director of Dilico Anishinabek Family Care. "Children can accomplish so much when a community steps up to support them. Let the children and youth in your life know they matter and celebrate who they are."

To nominate a child or youth for a Step Up Award, please visit Dilico.com/StepUp. Ten children and youth will be honoured at the awards luncheon. The nomination deadline is October 29th, 2018.

As a part of this year's Step Up campaign, Kinew's new children's book that was released this fall, titled '*Go Show the World*', will be donated to all local schools including Dilico's First Nation communities. The book is based on lyrics of Kinew's song *Heroes*, and pays tribute to Indigenous historic heroes, while encouraging children to '*go show the world what people who matter can do*'. Teachers will be encouraged to read the book with their students and participate in exercises that help kids explore their strengths, talents and passions, and then participate in a Step Up project.

Kinew will speak at the Step Up Awards and will celebrate with the local heroes. The school class that demonstrates the most creative Step Up project will get to attend the awards.

"Happy and healthy children are strong and are capable of so much. Dilico Anishinabek Family Care



dilico.com/stepup



and the Children's Aid Society of the District of Thunder Bay are proud to celebrate local children and youth. They are the heroes in our communities," says Brad Bain, Executive Director of the Children's Aid Society of the District of Thunder Bay. "The 2018 Step Up campaign will celebrate children and youth in the community, while empowering them to believe in themselves. By doing this, the community is helping children grow into strong individuals who will be capable of standing up for themselves, identifying child abuse, and will support the health, happiness and safety of children and youth."

In support of Child Abuse Prevention Month, schools, businesses, families and individuals are also encouraged to participate in **Go Purple for Prevention Day** on October 24th. Purple is the signature colour of child abuse prevention. It has been officially proclaimed Child Abuse Prevention Month in the City of Thunder Bay and Fort William First Nation.

Child abuse includes physical, emotional, sexual abuse and neglect. You can step up and become familiar with the signs of child abuse by visiting the Dilico and Children's Aid websites. For further information about the 2018 Step Up campaign and how you can participate, please visit the official Step Up Facebook page: facebook.com/StepUpThunderBay or Dilico.com/stepup.

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Dilico Anishinabek Family Care and The Children's Aid Society of the District of Thunder Bay deliver a range of responsive individual, family and community programs to children, individuals and families in northern Ontario. The agencies work collaboratively with families, youth, children and communities so all children have the opportunity to reach their full potential.

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