



## Press Release

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Contact: Annie Billington, Communications Manager  
Equitas – International Centre for Human Rights Education  
[abillington@equitas.org](mailto:abillington@equitas.org)  
+1(514) 954-0382, ext. 247

# 400 children of Montreal-Nord celebrate Play It Fair! Day with borough mayor Christine Black

Wednesday August 3, 2016, 400 young Montrealers celebrated *Play It Fair!* Day – a national celebration taking place throughout the summer in many Canadian communities.

Propelled by Equitas for almost 10 years around International Youth Day (August 12), the ***Play It Fair! Day*** celebrations are an opportunity for children in summer camps to organize a day of activities dedicated to the promotion of positive values such as inclusion, non-discrimination and fairness in their community (parents, local decision-makers, neighbours, media are invited!)

In Montréal-Nord, 400 children, animators and support teams from more than 20 summer camps gathered to play games on the themes of **youth participation, respect for diversity and peaceful conflict resolution.**

Human rights education through games is a way to support children to deal with issues that matter to them (violence, sexism, feeling of belonging, self-esteem, bullying), and gives them the necessary tools to voice their concerns and become **local leaders for positive change**, with their friends, in their families, in their neighborhood.

This year, The Sports and Leisure Team of the Borough of Montreal-Nord received the [2015 Play It Fair! Award, given annually to an individual or group in recognition of outstanding leadership in promoting human rights and participation with Canadian children.](#) The borough mayor, Mrs **Christine Black**, was present to accept the prize.

“The Borough of Montréal-Nord helps children and youth become positive *changemakers* in their community,” says **Ian Hamilton**, Equitas Executive Director. “When poverty, social exclusion and gang violence are a reality in certain neighborhoods of our city, we have a responsibility to take action for the children who live and grow-up there. By giving this award, we want to highlight the creative and innovative work the Montréal-Nord Borough has done all year round.”

“The national *Play It Fair!* program is fantastic. By teaching our children – including those of Montréal-Nord – the values of human rights, we help them build self-esteem and become more autonomous. What a great way for TD, through Equitas and its partners in 42 communities across Canada, to give a chance to the youth to prepare for their futures!”, says **Sylvie Demers**, Senior Vice President, Quebec Region, TD Bank Group.

The TD Bank Group, has been a longtime supporter of Equitas and *Play it Fair!* which has allowed over 100,000 Canadian children each year to play with a purpose, say no to bullying and embrace diversity.

***Equitas’ award-winning Play it Fair! program is celebrating its 10th Anniversary this year. Play It Fair! is a Montreal success story: created and developed in Montreal, the Play it Fair! games and toolkit are now used by children aged 6-12 y.o. in 42 communities across Canada and in nearly 15 countries around the world.***

Learn more about our impact on children and youth participation : <http://bit.ly/2aAC41S>

## In the news:

>> <http://globalnews.ca/video/embed/2863749/>



## Ends

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Equitas – International Centre for Human Rights Education  
(514) 954-0382, ext. 247  
[abillington@equitas.org](mailto:abillington@equitas.org)  
Cell: 514-625-3581  
@EquitasIntl

**About Equitas** - Based in Montreal, Equitas is Canada's oldest and most active human rights education organization, working for the advancement of equality, social justice and respect for human rights. With real impact in Quebec, across Canada and in some of the world's most challenging places, Equitas has reached over 2 million people worldwide.



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