

FOR IMMEDIATE RELEASE: February 3, 2020



1440 King St. N.
St Jacobs, Ontario
Canada N0B 2N0



heartbeatshate.com



@heartbeatshate



@heartbeatshate



@hbk_heartbeatshate



@heartbeatshate

HeartBeatsHate Battles Playground Bullying with active8 *Spreading a little more kindness to recesses across Canada*

Kitchener, ON: Hatred is taught. Racism is learned. And bullying has gotten a whole lot bolder. So, what better way to spread a message of kindness to students than taking it to the playgrounds.

In 2017, local entrepreneur and community builder, Alan Quarry, was horrified when he saw the Unite the Right rally actions unfold on the news. He was gripped with a feeling that someone had to do something. When someone decided to drive a vehicle into peaceful protestors, killing one, he realized that he was someone, and he was going to do something. It was at that moment that HeartBeatsHate was born.

In partnering with organizations who are on the front lines engaging with students, Quarry is hoping to spread his message to as many students as possible. "It's a simple, easy concept. Work with those who are already engaging with students, amplify our message, grow our work together. When we learned about Active8 and their mission, it was a simple decision."

active8 has created a subscription box model of bringing engaging recess activities to playgrounds across Canada. Through the model, youth regain control of the playground through cooperative play. They learn how to work together. There's a place for everyone in the game.



"Our goal is to get our message to as many children and youth as possible," says Quarry. "We've built key partnerships locally with sports groups, including the KW Titans and the Kitchener-Waterloo

Rangers. With active8, we'll be getting the message to even more students, and using play and activity to make bullying a thing of the past on our playgrounds."

"We exist to encourage, empower and enable others to stand up, speak out and push back against bigotry, bullying, and hatred in all its forms," says Executive Director, Victoria Ford. "Our goal is to bring the message of kindness to children - to encourage, empower and enable a whole generation of people who know another reality: kindness."



"Our message is simple. Don't be a jerk. Don't be a bully. HeartBeatsHate," says Quarry. "Now, more students across Canada will hear our message - and help us spread it further."

--30--

Who is HeartBeatsHate?

HeartBeatsHate exists as an antidote to hatred. We stand in radical defiance of racism and bigotry. We're here to help others learn a better way. We're building a brighter future for all. And we're doing it with one simple message: love. Because love is greater than hate. And only **HeartBeatsHate**.

What is HeartBeatsHate?

We're a grassroots, global movement that believes hate is a choice. To radically oppose hate we choose heart. Our aim is to encourage, empower and equip others to choose heart too.

We're an anti-bullying, anti-bigotry, anti-hatred, pro-kindness movement. Our movement is made up of a collection of individuals who believe that together we can triumph over hate in all its forms to make our homes, schools, communities, and the world, better. We're grassroots, have no organized religious affiliation and are non-political.

We're people, just like you: Changemakers. Students. Teachers. Parents. Sisters and brothers. Visionaries. Activists. Community builders. We are a diverse group of individuals from all parts of the world working together to stand up, speak out and push back against hate.

Get more info about active8

[joinactive8](http://joinactive8.com)

[GET MORE INFO FROM JOINACTIVE8.COM]

Media Contact

Victoria Ford, Executive Director

vford@quarry.com

226-749-2348