

Pink Shirt Day 2026

Sample newsletter copy for kura or schools

You may like to share the suggested copy below with your kura or school community, to help them learn more about Pink Shirt Day, and the ways you'll be celebrating and fundraising for this important kaupapa.

Pink Shirt Day 2026

<School/kura name> is joining the movement on Pink Shirt Day (Friday 15 May 2026), and encouraging our staff and students to Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak up, Stand Together, Stop Bullying!

Bullying in Aotearoa is a real problem. We have the third-highest rate of school bullying out of 38 OECD countries¹ and one in five workers have experienced bullying behaviour in the past 12 months.² Those bullied are far more likely to experience mental health issues.

Pink Shirt Day works to reduce bullying by celebrating diversity in all its forms and supporting schools, workplaces and communities to be safe, supportive, welcoming and inclusive for everyone.

To celebrate this important kaupapa we'll be <description of classroom activities etc>.

We'll also be fundraising to support Pink Shirt Day on <date> by <details of activity e.g. wear pink day, bake sale/bring in a donation etc – and if you're fundraising online, don't forget to share your school's unique link too>.

You can learn more about Pink Shirt Day here: www.pinkshirtday.org.nz

¹ OECD (2023). PISA 2022: Insights and interpretations.

<https://www.oecd.org/content/dam/oecd/en/about/programmes/edu/pisa/publications/PISA%202022%20Insights%20and%20Interpretations.pdf>

² Kantar. (2022). *Experiences of workplace bullying and harassment in aotearoa: A nationwide survey for the Human Rights Commission*. Human Rights Commission. <https://www.hrc.co.nz/new-research-shows-high-prevalence-workplace-bullying-and-harassment/>