



## News Release

November 25, 2010

### **First-of-its-kind web-based educational game launches to teach youth about sexual violence**

*Students at Bloor Collegiate Institute and Child and Youth Services Minister Laurel Broten celebrate the International Day of the Elimination of Violence against Women*

**Toronto, ON** – Metropolitan Action Committee on Violence Against Women and Children (METRAC) today announced the launch of 'What It Is.', a free mobile and web-based educational game focussed on teaching youth about sexual assault, harassment and abuse. The digital game launched at Bloor Collegiate Institute in the company of students and the Honourable Laurel Broten, Minister of Child and Youth Services, on the International Day of the Elimination of Violence against Women.

"Canadian statistics show that young people, especially young women, are at highest risk of sexual violence," says Andrea Wobick, president of METRAC's Board of Directors. "But a hush remains over the issue and this violence is rarely reported to authorities. What It Is. breaks the silence through innovative, youth-friendly technology."

'What It Is.' raises awareness about the warning signs of sexual violence. The educational game's language and characters were designed by youth and reflect Canada's multicultural diversity. Players are presented with questions and important messages as they move through everyday settings such as the school cafeteria or a bus stop. Players who achieve a high score win a code to download a song by two young urban artists from Toronto, Shi Wisdom and Myk Miranda.

"Today's youth are glued to technology to connect, learn and discover. METRAC's innovative 'What It Is.' educational game champions technology as a means to educate youth on sexual violence," said Rita Burak, Chair of the TELUS Toronto Community Board. "The TELUS Toronto Community Board proudly supports this innovative approach to engage youth on a serious issue that affects a great number of people within our communities."

'What It Is.' provides youth vital information about where to go for help and how they can support peers in violent situations. It was created with the leadership of a team of young people and supported by the TELUS Toronto Community Board and the Department of Justice Canada. To download the educational game visit [www.metrac.org](http://www.metrac.org)

#### **About METRAC**

The Metropolitan Action Committee on Violence Against Women and Children (METRAC) is a not-for-profit, community-based organization founded in 1984 that works to prevent and end violence against diverse women, youth, and children. METRAC has three main program areas: Community Safety, Community Justice and Community Outreach and Education. In 2007, METRAC released its first award-winning violence prevention video game on healthy relationships, *RePlay: Finding Zoe/ReJouer: Où est Zoé?* For more information, about METRAC, visit [www.metrac.org](http://www.metrac.org).

#### **About TELUS**

TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada,

with \$9.7 billion of annual revenue and 12.1 million customer connections including 6.9 million wireless subscribers, 3.8 million wireline network access lines, 1.2 million Internet subscribers and 266,000 TELUS TV customers. Led since 2000 by President and CEO, Darren Entwistle, TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed \$185 million to charitable and not-for-profit organizations and volunteered 3.5 million hours of service to local communities since 2000. Nine TELUS Community Boards across Canada lead TELUS' local philanthropic initiatives. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition.

For more information about TELUS, please visit [telus.com](http://telus.com).

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