FOR JOURNALISTS

Media Kit

BullyingCanada is a Canadian charity that helps bullied young people. Its free Lifeline answers by phone, text, chat, and email, 24 hours a day. Trained volunteers work one-on-one with each young person, and with families, schools, and communities, until the bullying stops. Founded in 2006, it's based in Fredericton, New Brunswick.

MEDIA CONTACT

Email
Public.Relations@BullyingCanada.ca

Phone
(877) 352-4497

About BullyingCanada · the short version is above

BullyingCanada is the voice of Canada's bullied youth. Rather than give advice and hang up, the charity works to resolve bullying. Its Lifeline: Bullied Youth Support Network answers by phone, text, chat, and email, 24 hours a day, 365 days a year. Trained Support Team Responders work one-on-one with each young person, and bring in parents, teachers, school boards, local social services, and police when needed. They stay involved until the bullying has stopped and the young person is on the road to healing, which can take two weeks, or a year or more.

Rob Benn-Frenette and Katie Thompson (Neu), who were both bullied as kids, founded BullyingCanada on 17 December 2006, when they were 17 and 14. In 2025 it answered 3,428,665 calls for help. Based in Fredericton, New Brunswick, it relies on a large network of trained volunteers, and its services are free, paid for by donors.

Quick Facts

Founded	17 December 2006, in New Brunswick, by Rob Benn-Frenette and Katie Thompson (Neu)
Based in	Fredericton, New Brunswick
The Lifeline	24/7 by phone, text, chat, and email: (877) 352-4497 · support@bullyingcanada.ca
Executive Director	Rob Benn-Frenette, O.N.B.
Cost to families	Nothing. Services are paid for by donors.
Charitable registration	82991 7897 RR 0001

By the Numbers

3,428,665
desperate calls for help answered in 2025

20%
more than in 2024

2.5 min
average wait before a young person reaches a volunteer

720 million
visits to BullyingCanada.ca in 2025

104
languages BullyingCanada.ca is offered in

20 years
standing by bullied youth, 2006–2026

Our Spokesperson



Rob Benn-Frenette, O.N.B.

EXECUTIVE DIRECTOR & CO-FOUNDER

Rob was 17 in 2006 when he and Katie launched BullyingCanada. Born with cerebral palsy, his walk made him the target of relentless torment throughout school: kicked, tripped, shoved, spit on, burned with a cigarette lighter, and thrown in front of a moving bus. He reached out for help and found no comfort in anonymous, one-time phone counselling.

Instead of being crushed, he made sure no other child would go through what he did. In 2011, at 21, he was made a Member of the Order of New Brunswick. Today he answers calls for help, recruits and trains volunteers, gives school presentations, and runs the organization day to day.

Logos

Download high-resolution files at www.BullyingCanada.ca/media-kit. Colours, fonts, and usage rules are at www.BullyingCanada.ca/brand-kit.



Full logo, English



White, for dark backgrounds



Full logo, French



French, white

Selected Coverage

- **Musicians Rock Against Bullying!**
  Inspirations News Podcast (English Montreal School Board) · September 18, 2023 · Podcast
- **Combatting bullying one phone call at a time**
  Inspirations (English Montreal School Board) · September 6, 2023 · Article
- **Opinion: Bullying isn't just a problem, it should be considered a national emergency based on the statistics**
  CBC News · November 2, 2019 · Op-ed by Rob Benn-Frenette
- **Bullying 'all too common,' reports charity**
  Radio Canada International · October 18, 2019 · Article
- **Canadian Anti-Bullying Charity in Search of Support**
  The Navigator · October 12, 2019 · Article
- **Bullying Canada Looking for More Volunteers**
  Country 600 CJWW · May 20, 2019 · Radio

More for the press

All our coverage: www.BullyingCanada.ca/in-the-news
Case for Support: www.BullyingCanada.ca/case-for-support
Interviews: Public.Relations@BullyingCanada.ca · (877) 352-4497