



Media Advisory

November 23, 2010

Students at Bloor Collegiate help launch first-of-its-kind digital game on sexual violence

Educational video game helps to educate youth on the International Day for the Elimination of Violence against Women

Toronto, ON – Thursday November 25 is International Day for the Elimination of Violence against Women. Students at Bloor Collegiate Institute, in the company of the Honourable Minister Laurel Broten, will celebrate with the launch of 'What It Is.' an innovative online and mobile video game educating youth on sexual violence.

Created by the Metropolitan Action Committee on Violence Against Women and Children (METRAC) and a team of diverse youth, What It Is. raises awareness about sexual assault, abuse and harassment. What It Is. provides youth with vital information about the signs of violence and abuse, where to go for help and how to support their peers.

'What It Is.', is supported by the TELUS Toronto Community Board and the Department of Justice Canada.

Reporters and cameras are invited to attend the launch event and demonstrations

Where: Bloor Collegiate Institute
1141 Bloor Street West
Toronto, Ontario
M6H 1M9

When: Thursday, November 25, 2010
10:00 a.m. – 10:20 a.m. – formal presentations
10:20 a.m. – 11:00 a.m. – demonstrations

Who: Students from Bloor Collegiate Institute
Honourable Laurel Broten, Minister of Children and Youth Services and Minister Responsible for Women's Issues
Maria Rodrigues, Trustee, Toronto District School Board
Jennifer Kirner, TELUS Toronto Community Board
Wendy Komiotis, Executive Director, METRAC

What: More than 15 students from Bloor Collegiate Institute will play What It Is. on computers and mobile phones.

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.

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.

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