



No bandwidth for bullying.

Dear fellow Canadians,

More than 1 million of our kids will be cyberbullied this month.

As a Canadian and a father, I find this statistic unacceptable and a heartbreaking reality that demands action.

Connected technology has become an essential part of our daily lives. At TELUS, we understand its power and all the good it can help us achieve. We also understand that technology has the potential to enable negative and cruel behaviour, such as cyberbullying, and the anguish it can cause our families.

This is a concern we take seriously, and we are holding ourselves responsible for helping address this major social issue. TELUS has already invested more than \$200 million in educational initiatives to help promote safe and responsible online behaviour. From our TELUS Wise internet safety programs to our long-standing partnership with WE Day, our team members have dedicated their energy, passion and resources to empowering youth and helping keep them safe online ... but we know there is so much more to do.

The TELUS team is committed to making the digital world a friendlier place, and these investments and partnerships are just the beginning of our commitment to keep Canadians safe online. This is why I am inviting all Canadians to take the TELUS Wise Digital Pledge, a nationwide initiative to help create a safer, friendlier world online. For every pledge made, TELUS will contribute \$1 to support #EndBullying programs for youth in Canada. Our goal is to achieve 1 million pledges across Canada.

We know that a single person alone cannot end cyberbullying ... but millions can!

Please, stand with us to #EndBullying.

Sincerely,



Darren Entwistle
Member of the TELUS team

TELUS Wise

Stand with us and take the pledge at telus.com/endbullying