**UNICEF Serbia and Viber join forces in an anti-bullying campaign**

*To mark the International Day Against Peer Violence - Pink T-Shirt Day -*

*UNICEF Serbia is launching a new free U-Report Viber sticker pack - Stop Violence!*

Belgrade, 23 February 2022 – To mark the International Day Against Peer Violence, UNICEF Serbia is launching a new free package of U-Report Viber stickers - **Stop Violence!**

Download the stickers from here -> <https://stickers.viber.com/pages/unicef_2022>and join U-Report on Viber where you voice your opinion on important issues in an accessible way.

The International Day Against Peer Violence is marked every year, on the last Wednesday in February, and is known as ***Pink T-shirt Day***.

Pink T-shirt day came about when a boy from Canada was verbally and physically bullied by his friends because he came to school wearing a pink T-shirt to support his mother who had breast cancer. Local activists bought 50 pink T-shirts and handed them out to his school peers who wore them to support the boy. Children then started coming to school in pink T-shirts, which thus became a symbol of the fight against peer violence in schools around the world.

Marking this day aims to promote empathy, respect for diversity and tolerance. Peer violence is a general social problem that many children face, and prevention is crucial.

If you are a witness or a victim of violence, you can contact the following contact the National Children's Line of Serbia - 116111 or via [https://cuvamte.gov.rs/#](https://cuvamte.gov.rs/)

If you are a parent, call the toll-free number of the NADEL Parent Line 0800 007 000, which is available every day from 4 pm to 10 pm.

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**About the U-Report platform**

U-Report in Serbia is a free digital reporting platform, which collects and maps the opinions of young people in real time through polls and is conducted by UNICEF and its partners. Rakuten Viber joined this initiative through a global partnership with UNICEF. Polls can be accessed via Viber - <https://bit.ly/ursrbija>. So far, over 19 million U-Reporters in 91 countries have joined the global U-Report network, while the community in Serbia has 10,000 U-Reporters. Polls results are available at <https://serbia.ureport.in/>.

**About UNICEF**

[UNICEF](https://www.unicef.org/serbia/) promotes the rights and well-being of every child, through all the activities we do. Together with partners, we work in 190 countries and territories to translate promises into practical action, with a special emphasis on reaching the most vulnerable and excluded children, and for the benefit of all children, wherever they live.

**About Rakuten Viber**

Rakuten Viber connects people - regardless of who they are and where they come from. Viber's global customer base has a range of features such as instant chat, video calling, group messaging, news and discussions about favorite brands and celebrities. Rakuten Viber ensures that users have safe and free conditions to share their emotions.

Rakuten Viber is part of Rakuten Inc., a global leader in e-commerce and financial services.

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