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UNBSU Launches Breaking Stereotypes Campaign

January 31, 2017

Fredericton, NB – The UNB Student Union is proud to release the Breaking Stereotypes project- a film and poster campaign designed to alleviate bigotry and racism in our community. The campaign features UNB students of diverse backgrounds and origins sharing their lived experiences with stereotyping. This campaign will ultimately shine light on the subject and hopefully stimulate conversation around stereotyping on campus.

“The campaign focuses on stereotypes that primarily affect international students and people of colour,” said UNB Student Union Vice-President Internal, Herbert Bempah, who championed this campaign. “Our fellow students share how the community can learn to love and respect people based on their individualism and not by their race, gender or disabilities,” continued Vice-President Bempah. Vice President Bempah hopes this campaign will continue to tackle various issues relating to mental health, diversity, LGBTQ* issues and the many other social issues that students face each day.

The Breaking Stereotypes campaign has three components - posters featuring 18 different students from various backgroundsⁱ, a short video of these students sharing their experiences with stereotypesⁱⁱ, and a full-length documentary. A public viewing of the Breaking Stereotypes documentary will be hosted of February 9th at 7pm in Carleton room 139 on UNB Fredericton Campus.

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ⁱ Breaking Stereotypes Campaign & Posters: <http://www.unbsu.ca/breakingstereotypes>

ⁱⁱ UNB Student Union Breaking Stereotypes Videos:
<https://www.youtube.com/watch?v=1AXYXOckss&feature=youtu.be>