

Toll New Zealand goes pink to support Pink Shirt Day and mental health

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Freight and logistics provider, Toll New Zealand is partnering with the Mental Health Foundation and Cotton On to actively get behind Pink Shirt Day – the global anti-bullying campaign which is taking place this Friday 17 May.

Toll is showing its support of Pink Shirt Day across New Zealand by branding some of its truck fleet with giant pink decals, encouraging Kiwis to '*Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying*'.

Cotton On is selling the official t-shirts for Pink Shirt Day online and in select stores, and Toll is contributing 50% of delivery transport costs of all t-shirt sales to support the cause.

In addition, over 10,000 Toll parcels will be delivered with Pink Shirt Day stickers to support the Pink Shirt Day kaupapa of creating positive and safe environments where all New Zealanders can thrive.

Toll's Global Express Executive General Manager, Jon Adams said Toll was proud to support Pink Shirt Day to *Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying*.

"Our company is full of talented team members with diverse backgrounds and experiences," said Mr Adams. "We believe in an inclusive society that embraces diversity and promotes kindness in our workplace. That's why we're proud to get behind this really worthy movement alongside Cotton On Group and the Mental Health Foundation."

Closer to home, Toll's Pink Shirt Day partnership has also generated healthy conversations about how Toll employees take care of themselves and each other.

Toll New Zealand HR Manager, Christina Desbonnets added that the Pink Shirt Day campaign has been an important opportunity for all Toll managers to revisit how they create a supportive work environment for their people.

"Safety across the freight, transport and logistics sector is an absolute priority for us. It's important we create a workplace where all of our people are confident to speak up, not only for safety – but also for their wellbeing. We can do anything when we stand together," Ms Desbonnets said.

Toll also thanks and acknowledges the support of Omnigraphics, who generously provided all stickers, decals and applications at no charge.