

Flock Around and Find Out

When it comes to sexual education and consent, we've all heard the line "No means no," but what does it look like when someone is asking for it? Rebellion Brewing and Sexual Assault Services of Saskatchewan (SASS) are pleased to announce the launch of #ASKFORIT, a new campaign promoting positive sexual consent.

The campaign features Canada Geese, and includes cheeky statements like, "Don't flock around without consent." It is meant to be a fresh and lighthearted way of discussing an otherwise heavy topic.

"The positive response from our community partners has been amazing. When we started out, we thought it would be a video and some posters, but when we started explaining the concept, others started to join us," Vanessa Owen, Rebellion Brewmaster and Brewery Manager, said.

Posters and coasters are rolling out in bars, restaurants and hospitality spaces across Saskatchewan now as part of this campaign.

The #ASKFORIT campaign came to life as a result of Rebellion and SASS and the Brave Noise beer. Brave Noise is a craft beer movement dedicated to making the beer industry a healthy, inclusive space. The proceeds from the sale of the beer were used to build the #ASKFORIT campaign.

"Saskatchewan has some of the highest rates of sexual violence in Canada," said Kerrie Isaac, Executive Director at SASS. "#ASKFORIT teaches everyone how to have healthy conversations around sex and consent in a fun way that gets the point across. We all have a role to play in ending sexual violence and this campaign is one tool to help people understand what they can do to create a safer Saskatchewan."

Sexual Assault Services of Saskatchewan (sassk.ca/)

Established in 1984, SASS is a provincial non-profit organization that works collectively with front-line agencies, community partners, and governments that provide support and advocacy for those affected by sexual violence in Saskatchewan. SASS fosters the coordination and collaboration amongst front-line agencies, community partners, and governments to support those affected by sexual violence.

-30-

For Media

Contact: Matthew Barton

Phone: 306-535-9372

E-mail: matthew.barton@rebellionbrewing.ca

Contact: Ashley Kilback, Communications Specialist, Sexual Assault Services of Saskatchewan

Phone: 306.757.1941

E-mail: ashley@sassk.ca