



MEDIA RELEASE

Go Blue To End Bullying on Do It For Dolly Day, Friday May 9

Friday 9 May is [Do It For Dolly Day](#), a national awareness and fundraising campaign dedicated to bringing the community together to spread kindness and to Go Blue to End Bullying, in memory of Dolly Everett.

Dolly was only 14 years old when she tragically took her own life in January 2018, following relentless and sustained bullying and cyberbullying. There was no escape—she was harassed at school, and when she returned home to Katherine on a break from boarding school, the bullying continued online, invading her safe spaces.

Bullying, in school or online, remains a devastating reality for many young Australians. The emotional, psychological, and even physical toll it takes on young people, families, and communities are profound. Sadly, seven years after losing Dolly, the problem of bullying and cyber bullying is not going away.

- Australian school students are among the most bullied in the world, according to the [Student and School Characteristics Report](#) conducted by ACER, and 1-in-6 Australian students are being bullied every week.
- New data released earlier this year from [eSafety](#) revealed that children starting out in secondary school account for more than a third of all cyberbullying reports, which have surged by more than 450 per cent in the past five years.

Determined that no other family would suffer from the same devastation, Dolly's parents Tick and Kate Everett established the anti-bullying organisation [Dolly's Dream](#). For the last seven years they have been committed to changing the culture of bullying by addressing the impact of bullying, anxiety, depression, and youth suicide, through awareness, education and direct support to young people and families.

"We don't want other families to ever have to go through the heartache we have experienced. We are proud of the reach and impact Dolly's Dream is having in our schools and communities, especially in rural, regional, and remote parts of the country – it's something Tick and I wish we had." Kate shared.

Dolly's Dream is asking all Australians to Go Blue to End Bullying this Do It For Dolly Day on Friday May 9. All funds raised helps Dolly's Dream support Australian families by providing crucial services, programs and resources, including:

- [Dolly's Dream Support Line](#)
Australia wide, free 24-hour phone and web chat service with qualified counsellors available to help by contacting 0488 881 033.
- [Beacon Cyber Safety app](#)
Free cyber safety app that provides families with trustworthy, practical resources to help



them confidently navigate their children's technology use and reduce associated harms.

- [Dolly's Dream School Workshops](#)
Anti-bullying and digital safety workshops for students of all ages, as well as Mental Health First Aid training for teachers to help implement a whole school approach to support wellbeing.

Each year in May, thousands of incredible communities come together to honour Dolly by going blue (her favourite colour), raising funds, and spreading her powerful message; *be kind and speak even if your voice shakes.*

Every donation—big or small—helps Dolly's Dream empower and educate communities to prevent bullying and cyber bullying, creating a lasting, positive impact on the lives of young people, their families, and the wider community.

Join us on Do It For Dolly Day, Friday May 9 and Go Blue to End Bullying.

To register, donate or learn more, please visit www.doitfordollyday.org.au

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