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HeartBeatsHate partners with Kitchener Rangers
Kitchener Auditorium ice surface is showing more heart



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Kitchener, ON: Just over two years ago, local businessman, entrepreneur and all-around do-gooder Alan Quarry watched the violence around the Unite the Right rally unfold. He, like many others, was disgusted. He, like many others, thought someone should do something. “Then I realized, I’m someone, I should do something.” And so he did.

What he did has come to be known as HeartBeatsHate. A local movement with ambitious aims. “We exist to encourage, empower and enable others to stand up, speak out and push back against bigotry, bullying, and hatred in all its forms,” says Executive Director, Victoria Ford.

In two years this idea has turned into a movement. To date, HeartBeatsHate has shown support at local events and marches, hosted a charity concert, run a lawn sign campaign, and branded a red VW bug (affectionately called the Love Bug) to get others to join their efforts.

And it’s working.

This fall, HeartBeatsHate decided to take a bold stand, and put their logo and movement in front of as many Kitchener-Waterloo locals as they were able to. Which is why you’ll now see the message at all Kitchener Rangers home games.

“Our goal is to start local and to get as many people in Waterloo Region as possible familiar with our message. We’re starting to work with local groups, schools, camps and organizations to build a community that says that racism, homophobia, sexism and all the rest are not welcome here,” Ford explains. “By partnering with the Rangers in this way, we’re getting our message in front of children, families, schools, groups - everyone. Both those at the games and those watching at home. This means our message of being kinder, of standing up to bullying, will show up at home, in schoolyards, and in businesses. And that’s exactly where we need to be.”

“It was a no-brainer for us,” says Quarry. “The Rangers bring so many members of the community together, younger players are on the ice between periods, school groups sing the national anthem,

families watch it on TV - and we're bringing our message to all of them. It's the perfect place to spread our message."

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Who is HeartBeatsHate?

HeartBeatsHate exists as an antidote to hatred. We stand in radical defiance of racism and bigotry. We're here to help others learn a better way. We're building a brighter future for all. And we're doing it with one simple message: love. Because love is greater than hate. And only **HeartBeatsHate**.

What is HeartBeatsHate?

We're a grassroots, global movement that believes hate is a choice. To radically oppose hate we choose heart. Our aim is to encourage, empower and equip others to choose heart too.

We're an anti-bullying, anti-bigotry, anti-hatred, pro-kindness movement. Our movement is made up of a collection of individuals who believe that together we can triumph over hate in all its forms to make our homes, schools, communities, and the world, better. We're grassroots, have no organized religious affiliation and are non-political.

We're people, just like you: Changemakers. Students. Teachers. Parents. Sisters and brothers. Visionaries. Activists. Community builders. We are a diverse group of individuals from all parts of the world working together to stand up, speak out and push back against hate.

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