

FOR IMMEDIATE RELEASE

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September 29th Proclaimed Bullycide Awareness Day

September 20, 2007 – AZ – September 29, 2007 marks the official launch of Bullycide Awareness Day. Organizers have proclaimed, from this day forward, September 29th to be recognized as the day educators, parents and community members formally acknowledge this critical issue in our society - that bullying in our schools is a serious and **real** problem that America's youth face. The bullying of our children far too often results in "bullycide", a suicide attributed to bullying.

"It is time to put a stop to this silent epidemic," claims Robin Todd, Director, Bully Police Arizona. Mrs. Todd, whose daughter was directly impacted by bullying, wrote the proclamation in order to educate the public as to the seriousness of bullying.

Thousands of children's lives have been lost to this tragic epidemic. Some experts claim bullying is the number one reason for suicide among youth.

The Proclamation is designed to heighten awareness about this rapidly growing problem. This day is proclaimed to aid in providing widespread attention, on an annual basis, regarding the serious nature of bullying in schools; and to help promote the importance of prevention programs and education on bullying.

To learn more about the Proclamation and how you can help to increase awareness in your community visit: [**www.bullycide.org/proclamation.html**](http://www.bullycide.org/proclamation.html)

Robin Todd is a member of a proactive and caring group of mothers who wrote the book, ***Bullycide in America, Moms Speak Out About the Bullying/Suicide Connection***. ***Bullycide in America*** is filled with real-life stories of parents who share their own personal pain as they watched their children suffer and struggle because of the bullying epidemic. For more information on Bullycide in America, go to [**www.bullycide.org**](http://www.bullycide.org).

These real kids took their own lives in an effort to end the real pain of being bullied...

BRANDON APRIL JARED CORINNE MATT KRISTINA JEFFREY

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