



The National Anti-Bullying Campaign

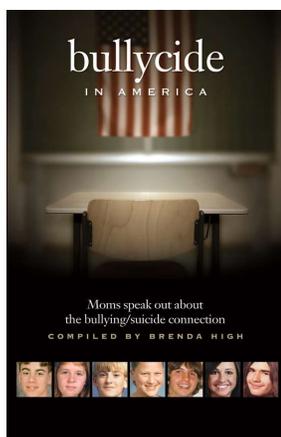
Brought together by a common goal, Bully Police USA, DARE, FCCLA, and recording artists The Readings, are collaborating to create a nationwide media campaign about the dangers and effects of teenage bullying. Spearheaded by a new book project: *Bullycide in America—Moms Speak Out About the Bullying/Suicide Connection*, and a new song and video campaign, this movement has direct avenues to reach tens of millions of people, including over 35 million teenagers in school programs run by campaign partners.

“...they were normal children, with normal faces. They had normal personalities with normal feelings and emotions.

They were just kids in every way.”

THE BOOK

Bullycide in America was written by a group of mothers who lost their children to suicide induced by chronic bullying, mothers of bullied children, and survivors of bullying. With the help of Bully Police USA, these mothers and other volunteers have made great progress spreading the message through appearances on the Dr. Phil Show, The Montel Williams Show, and on Fox News. The book has just been released and is receiving rave reviews for the touching nature of the personal tragic stories it contains, as well as the educational lessons it provides to parents, teenagers, educators, etc. Review and purchase the book at www.bullycide.org.



THE SONG

Wanda's Song, written and performed by The Readings, has become an anthem for the anti-bullying movement over the last few years. Adopted by groups and organizations, and individuals all over the world, the song is truly changing lives. Working with the campaign partners herein, The Wanda Project, a national video and documentary campaign based on Wanda's Song, is sure to continue the process... touching as many as 35 million teenagers through project partners alone. Download the song at iTunes or listen at www.thereadings.net. View The Wanda Project slide show at www.thereadings.net/wanda.



THE PARTNERS

Bully Police USA is a national watchdog organization advocating for bullied children. It reports on state anti-bullying laws and lobbies to enact legislation protecting victims. Brenda High, the Founder and Co-Director of Bully Police USA led the charge to pass the first anti-bullying laws in her own state after losing her son Jared to bullycide. In addition to reporting on the status of laws in each state, Bully Police USA is a valuable resource, providing information to help victims and their families, strategies for reducing bullying in schools, and a wide range of empowerment programs. www.bullypolice.org

DARE (Drug Abuse Resistance Education) is a collaborative program between local law enforcement and local schools designed to educate students about the personal and social consequences of substance abuse and violence. Founded in 1983, DARE reaches approximately 30 million U.S. children in more than 300,000 classrooms in 10,000 communities in all 50 states, and millions of children in 53 other countries worldwide. www.dare.com

FCCLA (Family, Career and Community Leaders of America) is a national career and technical student organization with the family as its

central focus. Since 1945, FCCLA members have been making a difference in their families, careers and communities by addressing important personal, work and societal issues through family and consumer sciences education. With over five and a half million students enrolled in program classes, FCCLA will carry the campaign message directly to more schools and students across the country. www.fccla.org

The Readings are a fast-rising recording act whose songs and live performances are touching the lives of people across the country. Their sound is drawn from many influences, and has been described as “real life, set to music”. Wanda's Song is perhaps their most artistic and poignant creation and has already begun to change the lives of young people around the world. Their video “She Brings Me Down” which can be seen on CMT.com, was selected by CMT as one of the nation's best independent videos, and they are about to embark on a national acoustic tour with Border Book Stores to raise money for cancer research (stay tuned for the Tour 4 Cure). They are passionate performers who have opened for major label acts, and have two full-length albums under their belts, with more to come. Learn more about The Readings at www.thereadings.net

