



LEARN HOW YOUR STUDENTS CAN FIGHT BULLYING

On January 15th, 2012 - Join Team NO BULL
For the Largest Campaign Against Cyberbullying in America's History

www.nobullchallenge.org

The Great American **NO BULL Challenge** is the first campaign that empowers teens to help one another by giving them a national platform to be heard on the subject of cyberbullying and you're at the forefront to make change. Founder and bestselling author Shawn Edgington is using the power of social networking to inspire 25 million teens to build each other up instead of tearing each other down. The Great American **NO BULL Challenge** offers teens in 6th - 12th grades the opportunity to write and direct videos on the perils of cyberbullying and compete in a national competition where the winners will be recognized as a celebrity at the star-studded **NO BULL Red Carpet Awards Event** in San Francisco on July 21, 2012.

CAMPAIGN DETAILS:

1. Who Should Get Involved:

- ✓ Youth and Organization Leaders
- ✓ Teachers (Video, Health, English, Leadership... Everyone!)
- ✓ School Administrators and Counselors
- ✓ Parents

2. Help Your Students Make a Video:

- ✓ Inspire your students to make a 3-5 minute video, and get your own SWAG bag
- ✓ You'll find an online toolkit assembled by industry experts about cyberbullying prevention and education
- ✓ Have your student upload their video to the campaign site or Facebook by 3-15-2012
- ✓ Rally friends, student body and community to vote during viral voting period

3. Ways to Promote the Nationwide Campaign:

- ✓ Join Team NO BULL to start a positive change campaign: Free educators toolkit online
Incorporate the campaign into new state-wide required curriculum
Assign the NO BULL Challenge as a classroom or extra credit project
Hold an event to create awareness in your community and document it on video
Anything that promotes education and awareness about cyberbullying!
- ✓ Create a school-wide or organization-wide video competition (Example: 7th grade vs. 8th grade or Juniors vs. Seniors)
Make the NO BULL Challenge a community or leadership project
Develop an official cyberbullying response team & document the process
- ✓ Fundraising Opportunity: Products available at: www.cybersafetyacademy.com
Hold a competition to see who can sell the most NO BULL products to their class as a fundraiser

www.nobullchallenge.org

Facebook: **NO BULL
Challenge**

COMPETE AND WIN BIG:

SWAG Bag for first 1,500 videos uploaded (Max 1 per student/leader)
Top 15 finalists win a trip to San Francisco among other prizes
Grand Prizes:
Film submitted to the Sundance Film Festival & Trip to Sundance Included
\$10,000 production deal
\$5,000 scholarship, iPad, iPhone
\$2,000 cash and Overhead Projector for your school/organization to promote cyber-safety

RED CARPET AWARDS EVENT:

Watch Live Performances from Artists Like:

- ✓ Bruno Mars
- ✓ Ne-Yo
- ✓ Taio Cruz
- ✓ Jason Derulo
- ✓ The League
- ✓ And Usher

Think search lights, limousines, red carpet interviews and your students at this star-studded event!

VIP RECEPTION & DINNER:

VIP Status for the Finalists:
Four-Course Dinner at the Fairmont, San Francisco



CAMPAIGN REEL:

www.nobullchallenge.org/media

JOIN TEAM NO BULL – TRASH ONLINE BULLYING – ONE CLICK AT A TIME

THE GREAT AMERICAN NO BULL CHALLENGE

Founder & National Campaign Spokespeople

IMPORTANT DATES

October 1, 2011:
Campaign Launch
January 15, 2012:
NO BULL Challenge Begins
March 15:
Video Upload Due
March 15 - April 15:
Viral Voting Period
May 17:
NO BULL Finalists
Announced
July 21, 2012:
Red Carpet Awards Night



SHAWN MARIE EDGINGTON: Shawn is the Founder of The Great American NO BULL Challenge, a cyberbullying prevention expert and the author of the bestselling book, *The Parent's Guide to Texting, Facebook and Social Media: Understanding the Benefits and Dangers of Parenting in a Digital World*. She's also the founder of the Cyber Safety Academy and the CEO of a national insurance firm in California.



NICOLE EDGINGTON: 19-year-old Nicole Edgington is responsible for helping create a youth-led initiative to help eliminate cyberbullying in America. Nicole has also been featured in the upcoming documentary *Submit: The Reality of Cyberbullying*, where she shares her personal story, and is a blogger for Dr. Mehmet Oz's, Teen Daily Strength.



ZOE OZ: 16-year-old Zoe just helped write a new book "YOU: The Owner's Manual for Teens" with her father, Dr. Mehmet Oz, a leading cardiac surgeon, health expert and host of "The Dr. Oz Show." Zoe is also a featured blogger for her father's Teen Daily Strength website, where she provides her expertise on what it's like to be a teen, the experiences that come along with it and how to make the best of all situations.



ZACH "ZIGGY" VEACH: 16-year-old Zach Veach is a racecar driver for Andretti Autosport in INDYCAR's "Mazda Road to Indy" developmental ladder system. Zach is also an author, and a huge proponent of eliminating cyberbullying from America's schools.

CONTACT INFO

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The campaign's strategic partners collectively touch nearly every household in America. Together, they comprise a total outreach of **134 million individuals**, operating from thousands of locations across the country.



BOYS & GIRLS CLUBS
OF AMERICA



Proactive Parenting
Network

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