

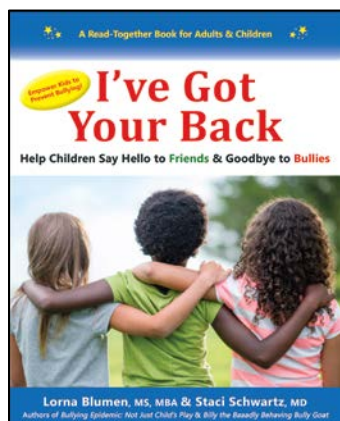
# I've Got Your Back:

## Help Children Say Hello to Friends & Goodbye to Bullies

Stand Up for Bullying Prevention

Say Thanks & Give Back to Your Customers

Great Back-to-School Gift-with-Purchase



**Back-to-school is around the corner!** Most kids are excited, but some children dread the new school year. Even in elementary school, nearly 20% of children report being bullied and another 11% fear being bullied. Parents dread bullying, too.

**Your company can help parents and children prevent bullying, right from the first day of school.** With your support, every adult and child shopping for back-to-school supplies can leave your store with a copy of *I've Got Your Back*, filled with strategies and activities to help kids form positive friendships and prevent bullying.

***I've Got Your Back* is the perfect item to pair with backpacks and school supplies.** What a great way to support parents by offering *I've Got Your Back* as a gift-with-purchase or purchase-with-purchase. It's a high value resource for parents, teachers, and all adults who work with children.

**Did you know that October is National Bullying Prevention Month?** *I've Got Your Back* is a meaningful gift for customers, in support of this important issue.

**There are many potential benefits for gifting *I've Got Your Back* with a back-to-school purchase or during National Bullying Prevention Month:**

- Build customer loyalty. Make your company shine in the eyes of your customers!
- Strengthen your presence as a community partner.
- Demonstrate active commitment to bullying prevention, more visible than a behind-the-scenes donation.
- Support your customers, parents and all adults, to hold a line against bullying.
- *I've Got Your Back* can be customized with your company logo and a message from your CEO.
- There are easy tie-ins for celebrity endorsements. Many celebrities who were bullied as children are interested in speaking up for bullying prevention.
- Kids who are excited to go back to school may want to buy more school supplies!

**Raise your corporate community profile and support this important work!**



**Lorna Blumen, MS, MBA** is a children's and adult workplace bullying prevention specialist. She's the author of five books, including *Bullying Epidemic: Not Just Child's Play* and *Girls' Respect Groups: No More Mean Girls!* The Girls' Respect Groups Program is used in 130 countries. [BullyingEpidemic.com](http://BullyingEpidemic.com) & [GirlsRespectGroups.com](http://GirlsRespectGroups.com)



**Staci Schwartz, MD** is a physician, children's bullying prevention specialist, tolerance education consultant, and author of children's books including *Billy the Baaadly Behaving Bully Goat* and *The New Bear on the Block*. [StaciSchwartz.com](http://StaciSchwartz.com)

Together they bring over 30 years of experience helping adults empower children to stand up for themselves and one another.

Statistics: H Luxenberg, S Limber, and D Olweus. *Bullying in US Schools: 2014 Status Report*, Olweus Bullying Prevention Program, Hazelden Publishing, 2015.