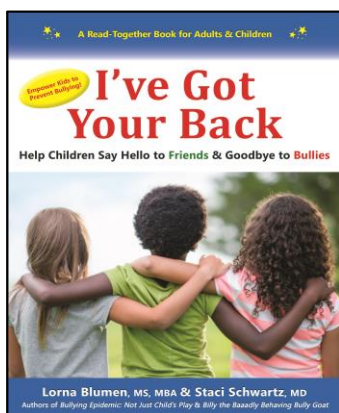


I've Got Your Back:

Help Children Say Hello to Friends & Goodbye to Bullies

Stand Up for Bullying Prevention

Say Thanks & Give Back to Your Customers & Employees



Bullying prevention is a serious issue. Workplace bullying, kids' school-based bullying, bullies in politics, bullies on the road, bullies on TV. How can we keep bullying from escalating, and how can we create peaceful and productive schools and workplaces, where kids and adults perform at their creative best?

Bullying is a key concern for parents. A recent study listed bullying as the *top* concern for 60% of parents. Even in elementary school, nearly 20% of children report being bullied and another 11% fear being bullied.

Your company can help parents and children prevent bullying. *I've Got Your Back* is a valuable gift for your customers and employees. Inspire adults and children to become bully-resistant upstanders!

There are many potential benefits for gifting *I've Got Your Back*:

- Build company loyalty. Make your company shine in the eyes of your customers and employees!
- Strengthen your presence as a community partner.
- Demonstrate active commitment to bullying prevention, more visible than a behind-the-scenes donation.
- Support your employees and customers, both parents and all adults, to hold the line against bullying.
- *I've Got Your Back* can be customized with your company logo and a message from your CEO.

While bullying prevention is a 24/7 issue, there are opportunities to show extra support at key times.

- **Back-to-school is the perfect time to set the tone for bullying prevention.** *I've Got Your Back* is 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 and employees, in support of this important issue.

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 & 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

Together they bring over 35 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. K Parker, J Horowitz, and M Rohal, Pew Research Center, *Parenting in America* 2015.