

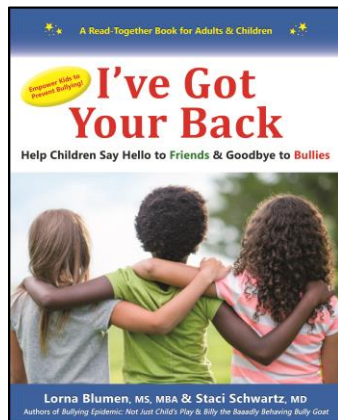
I've Got Your Back:

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 the 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 & GirlsRespectGroups.com



Staci Schwartz, MD is a physician and educational consultant for children's bullying prevention. She is the author and illustrator of children's books including *Billy the Baaadly Behaving Bully Goat* and *The New Bear on the Block*. Staci performs readings and bullying prevention workshops in elementary schools. 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.