



## PRESS RELEASE

### Local Bullying Reduction Campaign

Campbellton, NB – November 5, 2012 – The slogan for a local bullying reduction campaign is *Together, let's take a stand against bullying*, and these simple but powerful words are even more meaningful given the constant media surrounding the incidents of bullying. The campaign, created by a committee called Intimidation Restigouche, includes a number of bullying reduction initiatives for the Francophone and Anglophone local schools, as well as the community.

The latest initiatives involve the creation of awareness videos with the help of local students, from elementary grades up to the high school level. Students were involved in the writing, acting and the production of videos aimed at sensitizing students to the harmful effects that bullying has on the victims and the bystanders.

These videos will be featured on the IntimidationRestigouche.com website, which is being launched on November 15th. The website, which serves as a valuable resource to youth, teens, parents and professionals working with victims of bullying behavior, will provide information, videos, and games relevant to bullying and intimidation. It will also feature a reporting mechanism that allows students, parents and/or professionals to express their concern regarding a bullying issue in a discreet manner.

A single student who bullies can have a wide-ranging impact on the students they target, students who witness this behavior, and the overall climate of the school and community. Although relational issues are very complex, we are confident that these types of initiatives will have a direct impact on sensitizing the entire population and will provide hope for those who suffer in silence with this issue.

Contributing partners for this campaign have been the RCMP Foundation, Department of Social Development, the Campbellton and the Dalhousie Rotary Clubs, Club Richelieu, Anglophone North School District and Francophone North-East School District.

All students in Restigouche County will watch the launch by live stream video, and all community members are also invited to view the launch, which will take place from 9:30 am until 10:00 am on Thursday, November 15<sup>th</sup>. To view the live stream video of the website launch, go to the website: [sugarloaf.nbed.nb.ca](http://sugarloaf.nbed.nb.ca).

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