

Template 1:
Press Release announcing general implementation of INJJA Program

FOR IMMEDIATE RELEASE:

Contact: (School Contact)

Tele:

Email:

**ANTI-BULLYING'S FIRST VOICE, JODEE BLANCO, AUTHOR OF THE SEMINAL
NEW YORK TIMES BESTSELLER *PLEASE STOP LAUGHING AT ME....*, TO
IMPLEMENT COMPREHENSIVE ANTI-BULLYING PROGRAM AT (NAME OF
DISTRICT OR SCHOOL):**

(Name of Sponsor/District/School) as part of its ongoing commitment to fostering an environment of inclusivity and empathy, is bringing in author and veteran anti-bullying expert Jodee Blanco to implement a comprehensive program in all its schools.

The program entitled INJJA (It's NOT Just Joking Around!), includes live age-appropriate student presentations with an SEL-based follow-up curriculum, professional development and training for staff, and a parent/family seminar.

Blanco, herself a survivor of school bullying, is the author of the seminal *New York Times* bestseller *Please Stop Laughing at Me...*, that established her as the first voice of the anti-bullying movement. Since the book's release nearly two decades ago, she has been traveling the nation's schools delivering her message of hope and resiliency to thousands of people.

Blanco focuses on the human element of bullying, incorporating the matrix of students, educators and parents into each aspect of her program, and offers a realistic, practical plan of action for achieving sustainable change.

"I'm honored to be working with (sponsor) and deeply inspired by their dedication to the well-being of every student. I cherish their trust and will work hard to exceed expectations," says Blanco.

"(Quote from sponsor)."

Jodee Blanco is the author of the seminal *NY Times* bestseller *Please Stop Laughing at Me....* that established her as anti-bullying's first voice. One of education's most trusted experts, she has presented to thousands of students, teachers and parents. Administrators turn to her regularly for professional development and to implement her anti-bullying program in their schools. She also consults on enlightened communication practices and crisis management for schools. In addition to her memoir, she has written multiple other successful books, a series of critically acclaimed white papers on bullying, and taught at The University of Chicago and NYU. The media use her regularly as a resource and her life story has been featured in hundreds of

newspapers in the U.S. and abroad. Her work has been credited with saving lives. For more info, visit www.jodeeblanco.com
(Boilerplate Paragraph on Sponsor)

For more information, please contact, (Sponsor contact info and contact person).

Template 2:
Brochure Copy for Evening Parent/Family Seminar Only

On (date), *New York Times* bestselling author and bullying survivor turned activist Jodee Blanco will deliver a bullying survival and prevention seminar at (sponsor/place) for parents, educators and students. The event is free and open to the public and appropriate for children of all ages.

The event is being presented by (sponsor info).

Highlights will include:

- Jodee's own story of her struggle as the target of severe school bullying, as well as what her parents and teachers did that helped; what didn't and why; and insights from the thousands of students she has worked with across the nation.
- Specific, practical advice for adults on how to intervene with a victim, bully or bystander, from the rare point of view of someone who has lived through it.
- Insights into the plight of the Adult Survivor of Peer Abuse™ and suggestions on how to overcome those open wounds from the past.

Families will have the opportunity to speak with Jodee following the presentation.

The event will take place on (day,date,time) at (exact location).

For questions, please contact (contact info).

About Jodee Blanco

Survivor turned activist Jodee Blanco is the author of multiple critically acclaimed books on bullying, including the seminal *New York Times* bestseller *Please Stop Laughing At Me...*, that established her as the first voice of the anti-bullying movement, and is required reading in middle and high schools across the country. She travels to schools, sharing her story to save lives, and has spoken to tens of thousands of student, teachers and parents worldwide.

Template 3:
Emailer Copy for Evening Parent/Family Seminar:

Dear __,

New York Times bestselling author (*Please Stop Laughing at Me...*), survivor, and celebrated anti-bullying activist Jodee Blanco will be giving a free seminar open to the public on school bullying survival and prevention for parents and children, sponsored by (name of sponsoring school) on (day, date, time, place).

The seminar will include a 60-minute workshop featuring Jodee's compelling personal story of her struggle from fifth grade through high school as the target of severe school bullying. She will share what her parents and teachers did that helped, what didn't and why, as well as offer similar insights from the tens of thousands of bullied students she has worked with across the nation. The workshop will also include specific, practical advice on how to intervene if a child is the victim, bully or bystander, from the rare point of view of someone who's actually lived through it and now dedicated her life to helping others. In addition, Jodee will address the plight of the "adult survivor of peer abuse" and offer suggestions on how to overcome those open wounds from the past.

If you are an educator, parent, student or someone still coping with painful memories of peer abuse, this is a seminar you won't want to miss. At the conclusion of the presentation Jodee will stay to answer questions.

I encourage you to attend for what promises to be a meaningful, moving and informative evening. If you have any questions, please don't hesitate to contact me.

Template 4: Press Release for Generating Attendance at Evening Parent/Family Seminar

New York Times Bestselling Author and Acclaimed Bullying Expert Jodee Blanco Joins (CITY/SCHOOL/ORGANIZATION NAME) Community in Fight Against Bullying
(CITY NAME)—On (DATE), *NY Times* bestselling author and bullying survivor turned activist Jodee Blanco will deliver a bullying survival and prevention seminar to the (CITY NAME) community. The event is free and open to the public—families are encouraged to attend.

Jodee's 90-minute family seminar and workshop will include:

- Jodee's story of struggle as the target of severe school bullying, as well as what her parents and teachers did that helped; what didn't and why; and insights from the thousands of students she has worked with across the nation
- Specific, practical advice for adults on how to intervene with a **victim, bully or bystander**, from the rare point of view of someone who's lived through it
- Insights into the plight of the "adult survivor of peer abuse" and suggestions on how to overcome those open wounds from the past

Families are encouraged to attend and have the opportunity to speak with Jodee following the presentation.

Survivor turned activist Jodee Blanco is the author of multiple books on bullying, including the seminal *New York Times* bestseller *Please Stop Laughing At Me...*, required reading in middle and high schools across the country. She travels to schools, sharing her story to save lives, and has spoken to thousands of people worldwide. CBS Evening News and USA Today have featured her story, and she has bylined for CNN.Com and The Huff Post. Considered one of the pre-eminent experts on school bullying, she's a regular commentator for both national broadcast

and cable networks on bullying related breaking news, and her life story has been featured in hundreds of newspapers in the U.S. and abroad.

The event will take place at (TIME) in the (LOCATION OF EVENT). Jodee is available for interview before and after the presentation – please contact (your contact info—Jodee recommends you provide media a cell phone number as media call after hours).

(BOILERPLATE PARAGRAPH ON SPONSOR)
