

## MEDIA ALERT

### ***For Immediate Release***

*September 19, 2011*

**WHAT: Town Hall Meeting “Putting a Stop to Bullying & Cyber Bullying”**

In an effort to understand the role social technology plays in bullying and cyber-bullying, this Town Hall meeting is one of 75 events organized by Social Media Week, a multi-city global conference connecting people, content and conversations around emerging trends in social and mobile media.

Up -and-coming country music artist, **Kylie Morgan**, is joined by a panel of peers who will share their perspectives on the vicious cycle of youth violence. Each have either (i) been bullied; (ii) been a bully in the past, or (iii) initiated an anti-bullying campaign.

**WHERE: BOYS & GIRLS CLUB OF SANTA MONICA**

1238 Lincoln Blvd. (between Wilshire & Arizona), Santa Monica, CA 90401

**GLOBALLY ONLINE:** [http://www.livestream.com/smw\\_la1](http://www.livestream.com/smw_la1)

**WHEN: Friday, September 23, 2011**

4:30pm PST - Doors Open

5:00pm PST - Event Start

7:30pm PST - Event Wrap

**WHO:** Featured participants include members of the Boys & Girls Club, a winner of the Prudential Spirit of Community Award, and a winner of a Teen Truth Film Festival. Kylie Morgan will perform live. Lee Fox, KooDooZ founder and youthologist, is the moderator.

By name, these panelists are:

- Special guest **Kylie Morgan** (age 16) co-wrote “Phoebe” (It Matters What We Do), a song dedicated to Irish-born teenager Phoebe Prince who tragically succumbed to bullying and took her life in 2010. Kylie is using the power of her song to send a message of support and compassion to those suffering the abuse of bullying as well as a call to action for those witnessing it. As a result of Kylie’s initiative, she became a key spokesperson for Pacer.orgTeensAgainstBullying.com, a site for teens to find ways to address bullying issues. The original “Phoebe” You Tube video was downloaded more than 76,000 times in its first three days of posting.
- **Faith G.** (age 12) moved around a lot after her parents got divorced when she was in elementary school. Once Faith settled into a new school, she became bullied because of her red hair and her pigeon toe condition. Sometimes the bullying got so bad, she didn’t want to go to school. She found strength and comfort in her horse, and started using horse therapy to cope with the teasing at school.
- **Maya M.** (age 12) has overcome physical and verbal abuse by her mentally ill Mother. (It) got so bad, she contemplated suicide. By confiding in a trusted adult, Maya was able to find help and guidance through therapy.
- **Alyssa P.** (age 13) was selected as one of the finalists in this year’s TEEN TRUTH film festival, “STAND.” She is also a valued member of the Bully Prevention Club at her school.
- **Tyler Page** (age 14) is asking youth in his leadership academy, [Kids Helping Kids](#), to adopt “Rachel’s Challenge,” a bullying and violence abatement program created after he experienced bullying abuse. Tyler is the 2011 winner of the Prudential Spirit of Community Award and a recent TEDx presenter.

**EVENT  
SUMMARY:**

- 6-out-of-10 teens witness bullying daily
- 1-out-of-4 kids is bullied
- 20% of youth ages 11-19 experience cyber-bullying

Bullying and cyber-bullying have become a daily struggle for kids across the United States and around the world. Reports of bullying have been documented as early as elementary school and can extend well beyond high school.

Formatted as a Town Hall meeting, this event captures the youth perspective on how to tackle the bullying challenge. Interspersed between panel Q&A are video interviews conducted by youth media company, KooDooZ, purposed to showcase a broader demographic of youth perspective. Additionally, the Boys & Girls Club of Santa Monica invites other Clubs, across the country to participate in the event online, and many, like the North San Luis Obispo Country Club have organized a sleep-out in order to participate in the livestream conversation.

Key event questions include:

- Do/Should kids seek help from adults when they're bullied? Why/Why not?
- In the cycle of violence, is the bully the only one to blame? Why/Why not?
- If technology is a factor to the increase of bullying violence, should we limit access based on age? Why/Why not?
- What do kids want adults to do in the prevention or circumstance of bullying violence?
- What actions can kids take to prevent bullying online and in our schools?

With 1-in-4 Americans under the age of 21, youth are our country's largest population group. Close to 80% of teens reportedly use social media, but due to concerns about privacy and security breaches online, 1-out-of-7 parents attempt to ban their kids from using social and mobile media tools – which creates digital divides and silences youth voice.

More than 2-in-5 teens say they have become more aware of the needs of others, and have taken action to help a cause because of their use of social and mobile media. In this context, if social media can be used for social good, then is it right to limit youth access?

**TICKETS:**

**ATTEND IN PERSON:**

RSVP to: [Social Media Week L.A](#) or  
email [socialmedia@SMBGC.org](mailto:socialmedia@SMBGC.org) to guarantee your spot.

**ONLINE (Live Stream):**

RSVP to email: [socialmedia@SMBGC.org](mailto:socialmedia@SMBGC.org) and to  
[http://www.livestream.com/smw\\_la1](http://www.livestream.com/smw_la1) at 5pm on Friday, September 23<sup>rd</sup>.

**ONLINE (Twitter):**

Tweet your questions using the [#SMWLYouth](#) hashtag  
[@SMBGC](#) is our online moderator.

- PARTNERS:**
- **Social Media Week** (event organizer)  
Social Media Week’s mission is to explore how local and regional societies, cultures and economies are becoming more integrated and empowered through a global network of communication.
  - **KooDooZ** (event producer), **Lee Fox** (founder)  
KooDooZ is a youth media company focused on the “philanthropic mash-ups” and “cause-impact” potential of generations Y and Z. KooDooZ also owns a social media learning environment which rewards youth for tackling humanitarian challenges.
  - **Boys & Girls Club of Santa Monica** (event host)  
The Boys & Girls Club of Santa Monica is a 501c3 non-profit organization dedicated to inspiring and enabling all young people, by recognizing the full potential of youth as caring, responsible and productive citizens.
  - **Land Run Records** (event promoter)  
Land Run Records was founded in 2009 to encourage young talent to follow their dreams by providing a secure and nurturing environment in the music industry. The label operates on the belief that anything is possible through honesty, integrity and hard work.

**SPONSORS:** **iCNN**  
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