



**FOR IMMEDIATE RELEASE**

## **The National School Climate Center (NSCC) Joins Forces with the Broadway Musical *Wicked* for Nationwide Bully Prevention Campaign: **BullyBust****

**New York, NY, August 19th, 2010** – The National School Climate Center (NSCC), a national nonprofit, is thrilled to announce a new partnership with the Broadway musical *WICKED* to bring the Witches of Oz to life in classrooms across the country with critical bully prevention supports for the Fall 2010 **BullyBust Campaign**. A nationwide bully prevention awareness effort launched by NSCC in 2009, **BullyBust** is designed to help students and adults become “*upstanders*”– people who stand up to bullying and become part of the solution to end harmful harassment, teasing, and violence in our nation's schools.

**Almost 30% of youth in the United States (over 5.7 million) are estimated to be involved in bullying as a bully, a target of bullying or both, and at least 10% of students are bullied on a regular basis.**<sup>i</sup> While approaches that simply crack down on individual bullies are seldom effective, **bullying can be reduced up to 50%** when there's a **school-wide commitment** to ending it. NSCC's BullyBust campaign ([www.schoolclimate.org/bullybust](http://www.schoolclimate.org/bullybust)) promotes valuable free supports to help schools-in-need put an end to bullying with targeted school-wide and classroom-based efforts. BullyBust has three main components:

- **The Stand Up Pledge** – outlines simple steps people can take – as a bully, a victim, or a bystander – to prevent bullying in schools.
- **The Commitment Wall**- allows students of all ages to share their stories and make the commitment to take a stand to bullying.
- **Student, Educator and Parent Resources** – research-based guidelines, supports and talking points for addressing bullying incidences and creating a culture of upstanders.
- **BullyBust Partner Schools Program** - Schools signed up for this free program receive extensive resources and guided activities, and join an online community of educators who share their best practices. **Currently, more than 270 schools and districts. These schools are nationwide and growing by the day.**

Through the creation of bully prevention materials and educational activities that draw from *WICKED*'s inspiring story of Elphaba and Glinda (the witches of Oz), **BullyBust** will launch a number of new resources to be used by schools across the country during National Bully Prevention Month in October 2010. The annual guided activity for schools enrolled in the BullyBust Partner School Program will be a “**Defying Gravity**” **essay contest**, which encourages students to tell their own stories of how they stood up for themselves or others, and did not let people bring them down. In addition, a full bully prevention-themed supplement will be distributed directly into classrooms through Newspapers in Education (NIE), an international program that promotes and increases basic skills by using the newspaper as a teaching tool.

Elphaba, the misunderstood green witch at the heart of *WICKED*, is the BullyBust spokesperson for 2010, and will be promoting key supports through videos, contests and tips. Flip Video, the company behind the popular

handheld camcorders, will develop a custom BullyBust and *WICKED*-themed camcorder for National Bully Prevention Month, empowering students to use technology for good. As part of the Flip for Good program, a portion of each sale directly supports the BullyBust cause.

As NSCC's Chief Operating Officer, Darlene Faster, states, "Through this partnership, we will have the unique opportunity to introduce *WICKED*'s incredible story to a new audience, connecting Elphaba and Glinda's positive message with BullyBust's curriculum-based supports. We are excited to share these new bully prevention resources with schools, and inspire thousands of students, educators and parents to stand up against bullying and stand strong together."

**To get involved or support the cause, visit: [www.bullybust.org](http://www.bullybust.org). Become a fan on Facebook ([www.facebook.com/bullybust](http://www.facebook.com/bullybust)) and follow us on Twitter ([www.twitter.com/bullybust](http://www.twitter.com/bullybust)) to get the latest news on BullyBust and help spread the word!**

### About The National School Climate Center

[NSCC](http://www.schoolclimate.org) is a national nonprofit organization that helps schools integrate crucial social and emotional learning with academic instruction. Founded at Teachers College, Columbia University in 1997, NSCC has worked together with the entire academic community - teacher, staff, school-based mental health professionals, students and parents - to improve total school climate. Today, NSCC has grown to become one of the nation's leading centers in school climate reform and social, emotional and civic education, and offers a full range of professional development services to enhance student performance, prevent dropouts, reduce violence and bullying, and develop healthy and responsible young adults. You can learn more about NSCC's critical supports at: [www.schoolclimate.org](http://www.schoolclimate.org).

### About *WICKED*

Winner of 35 major awards including a Grammy Award and three Tony Awards, **WICKED** is the untold story of the witches of Oz. Long before Dorothy drops in, two other girls meet in the land of Oz. One, born with emerald-green skin, is smart, fiery and misunderstood. The other is beautiful, ambitious and very popular. **WICKED** tells the story of their remarkable odyssey, how these two unlikely friends grow to become the Wicked Witch of the West and Glinda the Good.

Declared "A Cultural Phenomenon" by *Variety* and "The Best Musical of the Decade" by *Entertainment Weekly*, **WICKED** currently has productions in New York, San Francisco, London, Osaka, Stuttgart, Sydney and on two North American tours. Based on the novel by Gregory Maguire, **WICKED** has music and lyrics by Stephen Schwartz, and a book by Winnie Holzman. The production is directed by Joe Mantello with musical staging by Wayne Cilento. **WICKED** is produced by Marc Platt, Universal Pictures, The Araca Group, Jon B. Platt and David Stone.

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<sup>i</sup> **Sources in order:** Safe Youth, 2008; SAMSA, 2008; American Academy of Child & Adolescent Psychiatry, 2008; York University, 2008; Safe Youth 2008; and National School