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Bullying.org Canada Incorporated (non-profit), Family Channel are proud to announce the launch of the first ever, annual **"Bullying Awareness and Prevention Week"** from **November 16th until November 22nd, 2003.**

The purpose of this week is to raise awareness about the serious impact that bullying behaviors have on society and to explore and share solutions as to how bullying can be prevented.

"Our focus for this week is to challenge many incorrect assumptions that people have held about bullying, among these myths are such notions as 'Bullying is a just a normal part of life, a rite of passage' or 'There always have been bullies and there always will be, so people just have to put up with this behaviour.' These old attitudes are not only wrong, they help to give bullies their power by supporting a culture of acceptance of bullying behaviours", notes Bill Belsey, father, educator, and President of Bullying.org Canada Incorporated, a Canadian non-profit organization that maintains www.bullying.org, the world's number one Web site about bullying, that typically hosts nearly one million visitors and contributors each month, and www.cyberbullying.ca, the world's first and only Web site to specifically address the issue of cyber-bullying.

Among the week's special initiatives are:

- The launching of a new powerful anti-bullying video pledge that challenges the bystanders in bullying situations to "Stand up and not stand Back!" This pledge will appear on Family Channel's national television channel that is received in nearly five million homes across Canada. This video will also be featured on the www.bullying.org Web site.
- The launching of a new anti-bullying PSA video that will also appear on Family Channel's national television channel. This video PSA will also be featured on the www.bullying.org Web site.
- The re-launching of the multiple award-winning www.bullying.org Web site on Monday November 17th, 2003. The site will include many new features and resources.
- The announcement of an official proclamation by the Town of Cochrane, Alberta Canada that has officially declared itself as a "Community Striving to be Bully-Free". This will include the unveiling of signs that motorists will see beside the roads coming into the community of Cochrane, Alberta, Canada, a community northwest of Calgary, Alberta.
- A challenge to all communities to address bullying as a community issue from the Mayor of Cochrane, Alberta and Bullying.org Canada.
- The launching of a "**Community Solutions**" network of communities who are addressing bullying as a community issue. They will be able to share their local ideas, resources and community solutions through the "**Community Solutions**" section of the www.bullying.org Web site. (Bullying is not simply a school issue. It is a community issue).
- The launching of a "**Peer Power**" network of school-based peer-mentoring and peer-support groups. These groups will be able to share school-based ideas, projects, best practices in order to educate, inform and inspire one another through the "**Peer Power**" section of the www.bullying.org Web site.
(Facts: Peers are present 85% of the time when bullying occurs. Bullying stops most of the time in less than 10 seconds when peers intervene on behalf of the victim).

Bullying.org Canada Incorporated operates www.bullying.org, one of the leading Internet resources in the world on the topic of bullying. Launched in 2000 by Bill Belsey, a Canadian father, educator and winner of the Prime Minister's Award for Teaching Excellence, the site is a safe haven where people can share their bullying experiences and parents and educators can access bullying tips and resources. Bullying Awareness Week is also the brainchild of Mr. Belsey.

For more information about **"Bullying Awareness and Prevention Week"**, please contact:

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