



BULLYING...We're Kickin' It!

One of the most recognized names in the world the Hard Rock Café of Times Square NY is stepping in the ring to help Knockout Bullying with the only unique and powerful anti-bullying organization ever created the: BULLYING...We're Kickin' It National Campaign, Partnering together for an Event that will Rock the World!

"Unite in the Fight...to Knockout Bullying" *October 20th, 2011 Kickin' It w/the Hard Rock 1st Annual Event*

To go undefeated in this fight, we need to unite and rally together, who better to inspire, motivate and Lead the Charge against this opponent than Athletes and Positive Role Models who have overcome many obstacles, including the negativity and skepticism of others. Who better to deliver the message to our youth...with heart, determination and belief, anything is attainable!

Kickin' Its powerful anti-bullying campaign is packed with programs, projects, resources and support to reduce negative behavior. Kickin' Its goals include:

- improving the overall school climate
- keeping the anti-bullying message present throughout the year
- ensuring ALL students a safe and healthy school experience providing students the access to positive healthy outlets such as: Music, Art, Fashion, Athletics and After-School Programs designed to help turn negative feelings and emotions into positive energy.

With Kickin' Its Aggressive Course of Action, the Heart of Positive Role Models and the Power of the Hard Rock...who better to have in your corner, in the fight against BULLYING!

This will be one of the most Powerful, Unique and Effective Events ever created in the Fight to Eradicate Bullying with:

**Athletic Superstars, Acoustic Performances by Various Musicians
Kickin' It w/Guitar Hero Tournament Finale, Historic Student Contest*, Rare Memorabilia Auction, Student Performances and other Memorable Surprises!**

***Exclusive Contest:** Students will be asked to create one of the most iconic collectibles that the Hard Rock is famous for... the Classic Collectible Pin. **Kickin' It w/ the Hard Rock Collectible Pin:** Kickin' It will implement a contest asking students to create a Kickin' It w/the Hard Rock Anti-Bullying Pin. The top 10 submissions will be judged by the **Special Guests** of the 'Unite in the Fight' Event. The winner will receive an exclusive Kickin' It w/the Hard Rock Fan Pack. The Hard Rock will consider adding the pin to their collection, with a portion of the proceeds donated to the BULLYING...We're Kickin' It Nat'l Campaign.

For more information and to be a part of this exclusive event go to: werekickinit.org

SPECIAL THANKS TO CAMPAIGN SUPPORTERS: TicTac – Ferrero – Krome Vodka – MMA: Inside the Cage