

Schools from around country request extension: NO BULL Challenge extends deadline for teens to submit anti-bullying videos in nationwide contest.

(SAN FRANCISCO)—By popular demand, the Great American NO BULL Challenge is extending the deadline in its nationwide teen video competition. Teens will now have until March 31st to submit their anti-bullying videos at www.nobullchallenge.org. The public, on-line voting will begin on April 1st, where anyone can vote up to once a day for their favorite video. Next a celebrated panel of judges will review the public's top videos 100 favorite videos and select 15 NO BULL nominees, to be announced on Cyber Safety Awareness Day, May 17th, 2012. Eight winners will be announced LIVE at the star-studded NO BULL Teen Video Awards, July 21st, at the Masonic Center in San Francisco. The Teen Video Awards will be promoted by Live Nation.

The young video producers are competing for major prizes, including the opportunity to have their winning video submitted to the Sundance Film Festival, and share their anti-bullying message worldwide.

NO BULL founder Shawn Edgington says, "We're excited to see so many teens from around the country get involved with this important cause. The goal of the NO BULL Challenge is to promote awareness, courage and acceptance using social media and the art of filmmaking at the teen level." To watch the quality and intensity of the hundreds of films that have been submitted only confirms the importance of this campaign."

About The Great American NO BULL Challenge and the Teen Video Awards:

[The Great American NO BULL Challenge and Teen Video Awards](#) are a way to change the national conversation about bullying and to promote awareness, courage and acceptance. The national campaign was founded by Shawn Edgington, a cyber-safety expert, bestselling author and President of The Cyber Safety Academy. The Great American NO BULL Challenge inspires America's 25 million teens to stand up and come together to eliminate all types of bullying by inspiring bravery and acceptance among our youth. Now through March 31st, students will write and direct their own videos to create Public Service Announcements with an anti-bullying theme.

Fifteen nominees will be invited to attend the star-studded NO BULL Teen Video Awards gala in San Francisco, promoted by Live Nation. At the NO BULL Teen Video Awards, teens will see amazing artists perform live and have the chance to win \$25,000 worth of prizes while having their video introduced to the world.

About Shawn Edgington:

Edgington is the founder of the youth-led annual campaign, the Great American NO BULL Challenge, a non-profit 501c 3 organization; and President of the Cyber Safety Academy. She is a cyberbullying prevention expert and advocate for all

children. She's the author of the bestselling book "The Parent's Guide to Texting, Facebook and Social Media" and "Read Between the lines: A Humorous Guide to Texting with Simplicity and Style." Edgington recently appeared on "Anderson" to share dos and don'ts about social networking. Edgington is also the CEO of a national insurance firm located in Northern California.

The Campaign's Strategic Partners:

The campaign's strategic partners include: Formspring, iSafe, National Organizations for Youth Safety, FCCLA, teenDailyStrength, 4-H, Students Against Destructive Decisions, HealthCorps, The Anti-Defamation League, Business Professionals of America, Project Change, American School Counselor Association, iKeepSafe.org, WeStopHate, The Megan Meier Foundation, National Collaboration for Youth, The Bully Police Squad, imbee, Jay Banks Productions, Social Shield, GuestAssist Campus, Communities in Schools, the California Endowment and the Boys and Girls Clubs of America and Facebook.

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