

# Run, Walk, Roll Against Bullying

Event Planning Toolkit

PACER's National Bullying Prevention Center™



**PACER's National Bullying Prevention Center™**  
The End of Bullying Begins With You

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# Run, Walk, Roll Against Bullying

Communities Uniting Nationwide to Raise Awareness of Bullying Prevention!

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## PACER's National Bullying Prevention Center

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PACER's National Bullying Prevention Center

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Founded in 2006, PACER's National Bullying Prevention Center unites, engages and educates communities nationwide to address bullying through creative, relevant, and interactive resources. PACER's bullying prevention resources are designed to benefit all students, with an emphasis on students with disabilities.

PACER offers digital-based resources for parents, schools, teens and youth, including:

[PACER.org/Bullying](http://PACER.org/Bullying): This is the portal page for parents and educators to access bullying resources, which include educational toolkits, awareness toolkits, contest ideas, promotional products, and more.

[PACERTeensAgainstBullying.org](http://PACERTeensAgainstBullying.org): Created by and for teens, this website is a place for middle and high school students to find ways to address bullying, take action, be heard, and own an important social cause.

[PACERKidsAgainstBullying.org](http://PACERKidsAgainstBullying.org): A creative, innovative, and educational website designed for elementary school students to learn about bullying prevention, engage in activities, and be inspired to take action.

PACER is the founder of [National Bullying Prevention Month](#), held annually in October since 2006, which unites communities nationwide to raise awareness of bullying prevention through events, activities, and education.

During National Bullying Prevention Month in October – and throughout the year – the community is encouraged to use these creative resources to educate and inspire others to join the movement. PACER also offers individual assistance by phone and e-mail to students, parents, and professionals to address bullying-related situations.

Whether you are an educator, student, family, or individual who cares about students, PACER offers the tools you need to address bullying in your school, recreational program, or community organization.

*Special thank you to Oregon's PTI at the r.i.s.e. Center and Janice Roberts for their inspiration and initiative in creating the original Run, Walk, Roll Against Bullying!*

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# Hold An Event In Your Community!

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## **Be A Champion Against Bullying!**

Nationwide, 160,000 students stay home from school each day to avoid being bullied. PACER's National Bullying Prevention Center believes that every child has the right to a safe learning environment. That's why we are encouraging schools, businesses, and organizations around the country to plan a Run, Walk, Roll Against Bullying. By doing so, groups can show support for National Bullying Prevention Month in October, raise awareness, and provide information.

## **Hold a RUN, WALK, ROLL Against Bullying in Your Community!**

In your community alone, how many students stay home from school from fear of being bullied? Even just one is too many. You can show them you care while, at the same time, raising awareness and funds for the cause by being the first in your community to hold a Run, Walk, Roll Against Bullying during October or another date during the year. Along with providing bullying prevention education, you'll also gather community support for this cause. You may even change the course of a child's life.

Make this event your own! Whether you anticipate 50 participants or 500, this toolkit will help you get started. You'll find basic tips, ideas, and resources to design your own event, but the toolkit is not meant to be a comprehensive blueprint. Event organizers are encouraged to add their own innovative ideas, such as bringing music to the post-race activities or incorporating pledges for bullying prevention efforts. Organizers will also need to set timelines, gather volunteers, make assignments, create checklists, and consider other ideas to incorporate into the event .

## **Fund Raising**

Money raised from the event can go directly back into your community or organization, or you can choose to make a donation to PACER's National Bullying Prevention Center. Funds donated to the Center support its mission to raise awareness of bullying prevention and provide education to the community.

## **Ready, Set – Run, Walk, Roll!**

Once you have decided to hold your own Run, Walk, Roll Against Bullying, **please let us know at [Julie.Hertzog@PACER.org](mailto:Julie.Hertzog@PACER.org)**. We will post information to PACER's National Bullying Prevention Center website and Facebook pages to help promote your event.

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# Step 1: Organize a Committee

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## Organizer and Committee

Designate a “point person” to oversee the event and lead a committee to assist with logistics. The point person will be responsible for coordinating the variables and assigning tasks. The committee members are responsible for coordinating and implementing their individual tasks.

## Sub-Committees

Consider assigning committee members to lead sub-committees for specific activities. Ideas for sub-committees, along with a brief description of tasks, include:

1. Course logistics – Factors to consider include available dates, length of course, restrooms, accessibility, parking, number of participants that can be accommodated, permits, room for post-event activities, electrical options, water stops, and if refreshments are allowed. Determine if the run will be timed and, if so, how that will be handled.
2. Registration – Options to consider include the method of registration. Will it be online? What pay system will be used? Will registration in person on race day be accepted? What is the registration fee? Will the fee be reduced for more than one family member? Reduced for those under age 18? *A sample registration form and waiver is included in the Appendix.*
3. Promotion – Explore how the event will be promoted. Will it be online, will there be flyers, e-blasts, or can it be advertised on race sites? What graphics will be used? *Sample graphics are included in the Appendix.*
4. Budget – Determine how costs and income will be tracked. Is a bank account needed? How will costs be paid? Will proceeds be donated? If so, to what organization?
5. T-shirts – Price the costs of T-shirts (or other race giveaways). Determine color (orange is the color for PACER’s National Bullying Prevention Center), quantities, sizes, and graphics.
6. Sponsors – Seek sponsorships for monetary support for the event. Decide what sponsors will receive in return. *A sample sponsorship form is included in the Appendix.*
7. Donations – Connect with community members for donations which can include facilities, T-shirts, refreshments, race day bags, items for bags, door prizes, and participant awards.
8. Volunteers – Determine volunteer roles that include helping with assembling race bags, making signs, having cheer teams on the course, helping with parking, handing out refreshments, and giving directions. Decide how volunteers will be recruited and who will handle communication.
9. Media – Determine if media will be contacted. *A sample press release is included in the Appendix.*
10. Pre-race logistics – Decide how parking, registration, packet pick up, restroom, and questions will be handled. Will there be any information tables, refreshments, or activities (such as picture taking) available?
11. Post-race logistics – Explore if there will be activities after the race, such as speakers, drawings, prizes, information tables, giveaways, and entertainment (music, singers, or dancers).
12. Post-event activities – Wrap up the event with a committee meeting to review the event, determine budget, send thank-you notes, remove outdated information from your website, and post results, pictures, and a recap of the event.

## Step 2: Develop a Timeline

Sample Timeline for Event Preparation						
This table is a sample to guide your work. Your actual timelines may vary and will be determined by the customized logistics of your event.						
	Week of Event	2 Weeks Before Event	1 Month Before Event	2 Months Before Event	3 Months Before Event	3-6 Mos. Before Event
Determine course and event location						
Promotion						
Registration						
Volunteers						
Sponsors						
Donations						
Order T-shirts & other giveaways						
Pre- and post-race activity planning (activities that will occur on race day)						
Obtain refreshments, signs, race-day items (chairs, tents, etc.)						
Assemble race day bags						

## Step 3 – Course Logistics and Event Date

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### Date

Participants are encouraged to schedule their event for Saturday, Oct. 6, 2012, close to the start of National Bullying Prevention Month. Events can also be held on alternate dates, preferably during the month of October.

### Schedule – Run of Show

Typically, registration and packet pick up is open an hour before the Run, Walk, Roll starts. A post-event show should also be considered, which typically commences an hour after the start of the run. Here's a sample :

Saturday, Oct. 6, 2012 @ 9 a.m.

7 a.m. – Event Setup

8 a.m. – Packet Pickup and Race Day Registration

9 a.m. – Run, Walk, Roll Begins

10 a.m. – Post-race Show

11 a.m. – Event Cleanup

### Course Location

The following variables should be taken into consideration when deciding a course location:

**Distance** – The typical run can be around the length of a 5k (3.1 miles) and the walk would be about half that distance (1.5 miles), which allows for runners and walkers to complete the course in approximately the same time. Pets on the course are discouraged.

**Accessibility** – The course should be able to accommodate wheelchairs and strollers.

**Parking** – Check for adequate parking. Determine if you will need to plan for transportation to the starting point.

**Projected Attendance** – Determine if your venue can accommodate the projected attendance, or if you will need to limit registration.

**Facilities** – The location will need adequate restroom facilities and accessible accommodations. If weather is a factor, determine if you will need covered areas.

**Water Stops** – Evaluate points that can be used for providing water to participants.

**Post-race Logistics** – For organizations that plan to offer activities following the event, consider if a sound system, electricity, and seating will be needed.

**Permits** – Explore options that avoid using city streets. This will reduce expenses and the need for permits. If needed, meet with city officials to discuss their permit process, as well as police and traffic control requirements. Often the contact person for a location will know if permits are needed and what, if any, steps are required to access these.

## Step 4: Registration, Promotion and Sponsors

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### Registration

- Determine the entrance fees. Typical race fees vary from \$10 to \$75.
  - Consider discounts for families, groups, and young children.
  - Decide if there will be “scholarships” that will pay for entrance fees.
  - Determine if additional donations will be encouraged, such as runners soliciting pledges.
- Create an entry form. *Sample at Appendix E.*
  - Include “waiver” language. *Sample at Appendix C.*
- Set event timeline. Determine the start time of the event and the post-race show.
- Establish electronic registration option such as PayPal, Active.com, Greater Giving, etc.
- Determine items that will be provided to registrants, such as:
  - T-shirts or other promotional items (backpacks, water bottles, bandanas)
  - Race refreshments
  - Post-race giveaways

### Event Promotion

- Develop promotional text for your event. Graphics can also be included. *See Appendix G.* The promotion should include:
  - Date, time, location
  - Registration information
  - Overview of your organization
  - Information about bullying prevention
  - Sponsor name and logo (optional)
  - Reference to National Bullying Prevention Center (optional)
- Write a press release. *Sample at Appendix F*
- Contact local media, such as newspapers, news channels, or radio to promote the event as a public service.
- Ask other organizations to partner with you or promote the event through their digital or printed media.
- Create a Facebook page or add an “event” to your current Facebook page.
- Consider promoting your event using:
  - Website
  - Newsletters
  - Flyers, posters
  - Social media

### Sponsors

Explore sponsorship opportunities within your community, from local businesses, individuals, government organizations, or nonprofits that help families or students.

Consider offering sponsorship levels that could include financial donations, providing volunteers or donating items needed for the event. Decide if sponsors’ names and logos will be included in event promotion. *Sample included in Appendix D.*

## Step 5: Race Logistics and Volunteers

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### Race Logistics

- Timing Device – Check with a local running store, school, or community track team as they will often have a timing device to clock the participants.
- Starting Device – Announce the start of the race with a loud noise (a megaphone or air horn work well).
- Race Bibs – Participants can be provided with race numbers that can be pinned to their clothing and indicate if are a runner or walker. Race bibs allow volunteers to track the order of the runners as they come through the chute at end of the course. A volunteer can record the numbers or remove the tag which is perforated at the bottom of the bib.
- Chute at End of Course – Decide how the finish line will be set up. Consider using banners or flags, orange cones to create “lanes” that separate participants, and a ribbon for the first person crossing the finish line can “break.”
- Course Map – Provide participants with a course map showing items such as parking, start line, course with mile markers and water stops, and finish point.

### Volunteers

Recruit volunteers for pre-event, event day, and post-race activities. Volunteers are needed for:

#### *Pre-event*

- Filling participant bags
- Creating signs for the event

#### *Event Day*

- First aid
- Morning setup
  - Facility logistics
  - Refreshments
  - Timing device – Should also have a “chute” for participants to pass through
- Photography
- Q and A – Problem solving
- Pre-registration – Packet pickup
- Race day registration (Volunteers will need to handle cash, checks, and credit cards)
- Parking attendants
- Race starter
- Course timers
  - Stopwatch or clock monitors
  - Time recorders

Course monitors to cheer on runners, point in right direction, hold signs, provide water at water stops.

#### *Post-race*

- Refreshment table
- Prize and awards ceremony coordinator



## Step 6: Donations

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### Suggested Race Donations

Ask local businesses and other organizations to donate to your event. Suggested donations include:

- T-shirts
- Bags. *Sample at Appendix A*
- Refreshments
- Advertising
- Timing system
- Race bibs
- Giveaways for the race day packet, such as water bottles, energy bars, or coupons to local businesses
- Prizes and awards for participants

Consider giving prizes and awards to:

- First, second, and third runner in various categories
- Person who raised most pledges
- Family with most participants
- Youngest participant

## Step 7: Activities Following the Race

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As participants complete the Run, Walk, Roll, consider providing activities that focus on the issue of bullying prevention. In addition to offering refreshments, you may wish to provide:

- Guest Speakers
  - Sponsors who donated to the event
  - Teens who have been targeted by bullying
  - Parents whose children have experienced bullying
  - Other invested members from the community
- Entertainment
  - Music from a sound system or a live singer/band. Ideally the music would have a theme of acceptance, tolerance, or bullying prevention.
  - Performance about bullying
  - Video highlighting bullying prevention
- Information tables with representatives from local organizations that focus on bullying prevention or related issues.
- Fun activities for the kids
  - Face painting
  - Coloring book
  - Other activities

## Step 8: Post-event activities

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Congratulations on completing your Run, Walk, Roll Against Bullying! Thank you for recognizing that bullying is a community-wide issue that can no longer be ignored or considered as a rite of passage.

By organizing this event, you have shown your community that silence is no longer an acceptable response to bullying. You are creating change and empowering others by increasing awareness of the life-long impact of bullying and giving people the tools they need to respond effectively.

Once the event is over, it's time for a few follow-up tasks:

- Post race results on your website and social media and send to participants
- Post photos from the event on your website and Facebook
- Send photos and success stories to PACER's National Bullying Prevention Center (e-mail [bullying411@PACER.org](mailto:bullying411@PACER.org)) and we'll post them on our websites.
- Send thank you letters to:
  - Sponsors
  - Donors
  - Volunteers
- Assess overall budget with costs generated and proceeds received. *Sample at Appendix B*
- Post the date for next year!
- Plan to establish this as an annual event.
- Visit [PACER.org/bullying](http://PACER.org/bullying) for more bullying prevention ideas

### Other Ways To Be A Champion Against Bullying

Community and Social Media

- Become a fan on Facebook—[Facebook.com/PACERTab](https://www.facebook.com/PACERTab)
- Follow on Twitter—[Twitter.com/PACERTab](https://twitter.com/PACERTab)
- Share your thoughts about bullying prevention on "[I Care Because . . .](#)"

[Sign the Petition](#) – More than 160,000 U.S. students stay home from school each day from fear of being bullied. No one should have to be afraid of going to school. Unite with others and add your voice to the online "The End of Bullying Begins With Me" petition or hold a petition-signing event at your school or in your community.

[Stories](#) – Submit a video, story, poem, artwork, or audio clip expressing how you feel about bullying, how you think it affects students and schools, what you have done to prevent bullying, or what others can do to prevent bullying. We want to hear from everyone – teens, parents, teachers, and others with great ideas who want to improve the world.

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# Appendix A—Checklists

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Develop a method to track tasks, timelines, and assignments. A checklist for each activity is a helpful starting point. Then add dates, persons assigned, and status checkpoints. This is especially helpful for tracking volunteers, assembling participant bags, and setting up a post-race show.

## During the Week of the Event

- Assemble race day packet, which includes:
  - Name and number on outside of packet
  - Race bib
  - T-shirt
  - Giveaways
  - Course map
  - Bookmarks from the National Bullying Prevention Center
  - Bullying prevention information
- Contact media – Invite them to the event
- Send reminder notices to:
  - Participants
  - Volunteers with assignments
  - Participants in the post-race show (guest speakers, singers, sponsors)
- Check in with facilities manager
- Create event signs, such as directional signs, informational signs and signs for volunteers to hold

## Review Event Day Assignments

- Starting point
- Set up registration table
- Race day packets
- Logistics for post-race activities
- Refreshments
- Take pictures, record video
- Media
- Timing system and timers
- Course monitors, including water stations

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## Appendix B—Sample Budget Summary

Income	
Amount	Description
	Sponsorships
	Pre-registration Fees
	Race Day Registration
	Pledges (Donations for individual runners)
	Other Donations
	<b>TOTAL</b>

Costs	
Amount	Description
	Facility
	Rental – Tent, Chairs
	Timer, Finish Chutes, Supplies
	Refreshments
	T-shirts
	<b>TOTAL</b>

Income – Costs = Net Total

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# Appendix C—Sample Waiver\*

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## **RUN, WALK, ROLL Against Bullying!**

*Name of Organization*

*Date, 2012*

Waiver:

Assumption of Risks and Release of Liability: I acknowledge for myself and/or for my minor child that I understand, and agree and accept the inherent risks, hazards and dangers associated with the sports of a run/walk event and their related competitions and training, and I understand that my participation and/or that of my minor child may result in serious injury or death. I hereby release NAME OF ORGANIZATION for myself and/or my minor child from any and all liability for personal injury as a result of participating in the sports of a run/walk event and their related competitions and training. This release includes a release of all negligent acts of NAME OF ORGANIZATION and any of its employees, agents, and all persons associated with them. I also understand and agree that NAME OF ORGANIZATION may use for publicity and/or promotional purposes my name and/or photographs or video of me participating in this event without obligation or liability to me. I also understand that the entry fees I pay are not refundable.

By signing below, I certify that I have read and agree to the terms stated in the above Waiver.

Signed:

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Print Name:

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*\* It is recommended that your waiver language is approved by an attorney. PACER Center does not assume liability for the waiver.*

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# Appendix D – Sample Sponsor Sheet

## Sponsor or Donate to the Third Annual Run, Walk, Roll Against Bullying!

On October 6, 2012, you can take action to help students, families, educators, and communities address bullying prevention by supporting the Friends of PACER's Second Annual Run Walk Roll Against Bullying. Nationwide, 160,000 children stay home from school each day to avoid being bullied – and the effects can be life-long, even tragic. Most of us remember witnessing bullying, being the target of bullying, or maybe even being the bully. Show that you care about bullying prevention and support this important cause!

**SAMPLE – Modify Based On Your Organization!!**

### Sponsor Opportunities

<b>Presenting Sponsor</b> <b>\$5,000</b>	<ul style="list-style-type: none"> <li>Company name/logo featured on promotional materials, event website, and banner at event</li> <li>Company name on event T-shirts</li> <li>Company featured in an article in newsletter</li> <li>Company name highlighted in press releases</li> <li>Featured role at post-race show</li> <li>Featured volunteer roles</li> <li>10 participant registration passes</li> </ul>
<b>Premier Sponsor</b> <b>\$1,000</b>	<ul style="list-style-type: none"> <li>Company name and logo featured on promotional materials, event website, and banner at event</li> <li>Featured role at post-race show</li> <li>5 participant registration passes</li> </ul>
<b>Major Sponsor</b> <b>\$500</b>	<ul style="list-style-type: none"> <li>Company name and logo featured on promotional materials and event website</li> <li>5 participant registration passes</li> </ul>
<b>Contributing Sponsor</b> <b>\$100</b>	<ul style="list-style-type: none"> <li>Company name and logo on event website</li> <li>2 participant registration passes</li> </ul>

### Event Donation Opportunities

- Equipment rental such as timing device, tents, and chairs
- T-shirts for participants and volunteers
- Bags for participants
- Items to place in participant registration bags
- Refreshments such as water, pop, ice, snacks

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# Appendix E – Sample Registration Form

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Age: \_\_\_\_\_  
Gender: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_

\* Each person in a family requires a separate registration

Which event are you registering for:

- 5K Run (3.1 miles)
- 1.5 Mile Fun Walk/Roll

T-Shirt Size (*sizes are not guaranteed*)

--S --M --L --XL

Registration Fee: \$20.00 per person

## Waiver:

Assumption of Risks and Release of Liability: I acknowledge for myself and/or for my minor child that I understand, and agree and accept the inherent risks, hazards and dangers associated with the sports of a run/walk event and their related competitions and training, and I understand that my participation and/or that of my minor child may result in serious injury or death. I hereby release ORGANIZATION for myself and/or my minor child from any and all liability for personal injury as a result of participating in the sports of a run/walk event and their related competitions and training. This release includes a release of all negligent acts of ORGANIZATION and any of its employees, agents, and all persons associated with them. I also understand and agree that ORGANIZATION may use for publicity and/or promotional purposes my name and/or photographs or videotapes of me participating in this event without obligation or liability to me. I also understand that the entry fees I pay are not refundable.

- I certify that I have read and agree to the terms stated in the above Waiver.

Signature \_\_\_\_\_

## Payment

- Online (through PayPal, Greater Giving, etc.)
- Check
- Cash

SAMPLE – Modify Based On  
Your Organization!!

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# Appendix F – Sample Press Release

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DATE, 2012

**FOR IMMEDIATE RELEASE**

Contact: NAME, PHONE, E-MAIL

Update the underlined text  
with your organization's  
information

## Join Your Organization in a Run, Walk, Roll Against Bullying on Oct. 6

**City, state:** Every day, more than 160,000 children nationwide stay home from school to avoid being bullied. Not only are the effects of bullying on a child felt immediately, but they can also be lifelong – or even tragic. That's why YOUR ORGANIZATION is inviting the community to support the cause at its first-ever Run, Walk, Roll Against Bullying on Saturday, Oct. 6, as part of PACER's sixth annual National Bullying Prevention Month.

The month is sponsored each year by PACER's National Bullying Prevention Center, which is based in Minneapolis, Minn. and educates communities nationwide to prevent bullying through creative and interactive resources. Learn more about the PACER's resources at [PACER.org/bullying](http://PACER.org/bullying) or call (952) 838-9000.

Registration and race packet pick-up for the Run, Walk Roll begins at 9 a.m., followed by a four-mile run or 1.5-mile fun walk/roll at 10 a.m. at LOCATION. The entry fee is \$?? per person, and each participant will receive a complimentary T-shirt. Snacks and additional fun will also be provided at LOCATION.

"Bullying can lead to painful results not only for the youth who are bullied, but for the students who engage in it, the school, and the whole community," said REPRESENTATIVE FROM YOUR ORGANIZATION.

"This is a very real and painful issue that kids are facing," said Julie Hertzog, director of PACER's National Bullying Prevention Center. "But they don't have to face it alone, and bullying can be prevented if we all work together."

For more information and to register for the event, visit WEBSITE or call PHONE. All proceeds from the Run, Walk, Roll Against Bullying will go to PACER's National Bullying Prevention Center OR OTHER ORGANIZATION.

Founded in 2006, [PACER's National Bullying Prevention Center](http://PACER.org/bullying) provides resources that are designed to benefit all students, including students with disabilities. It offers educators, students, families, and individuals the tools they need to address bullying in schools, recreational programs or community organizations. For more information, visit [PACER.org/bullying](http://PACER.org/bullying) or call (952) 838-9000; (888) 248-0822 (national toll free).  
INFO ABOUT YOUR ORGANIZATION

-30-

Editor: [Julie Hertzog](mailto:julie.hertzog@pacer.org) ([julie.hertzog@pacer.org](mailto:julie.hertzog@pacer.org)), director of PACER's National Bullying Prevention Center, is available for media interviews on bullying prevention topics.

**PACER's  
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The End of Bullying Begins With You

*Run, Walk, Roll Against Bullying | 16*

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[PACER.org/Bullying](http://PACER.org/Bullying) | [PACERTeensAgainstBullying.org](http://PACERTeensAgainstBullying.org) | [PACERKidsAgainstBullying.org](http://PACERKidsAgainstBullying.org)



## Appendix G – Sample Graphics

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A Run, Walk, Roll Against Bullying logo is a great way to visually promote your event. It can be used on your website, promotional materials, social media, and T-shirts.

The following are samples that can be downloaded from PACER's Run, Walk, Roll Against Bullying website or you can be creative and design your own!



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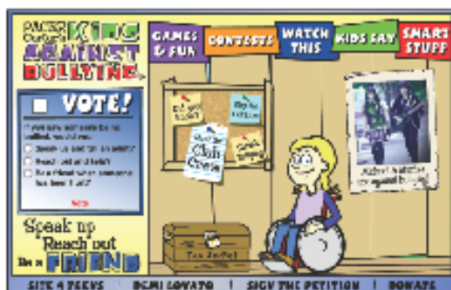
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# PACER's National Bullying Prevention Center™

PACER's National Bullying Prevention Center unites, engages, and educates communities nationwide to address bullying prevention and awareness for children and teens through creative, relevant, and interactive resources.

## FOR KIDS



**PACERKidsAgainstBullying.org**  
Creative and informative website designed to educate kids about bullying prevention.

## 4 TEENS



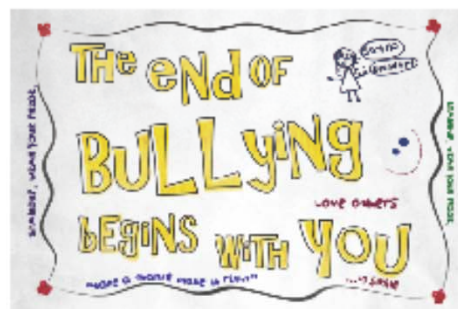
**PACERTeensAgainstBullying.org**  
Edgy and relevant website created by teens and for teens to take action against bullying.

## For Parents & Professionals



**PACER.org/Bullying**  
Innovative and free downloadable resources to engage students in bullying prevention and awareness.

## National Bullying Prevention Month



**PACER.org/Bullying**  
Join us this October for PACER's 6th Annual National Bullying Prevention Month where students, parents and educators unite together to address bullying in their communities.

**PACER's National Bullying Prevention Center™**  
The End of Bullying Begins With You

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