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BullyBust and *Wicked* Announce the Winning Schools for the 2012 “For Good” Video Contest

New York, NY, June 15, 2012 – The National School Climate Center’s (NSCC) [BullyBust Campaign](#) and the Blockbuster Broadway musical *WICKED* are thrilled to announce the winners of the 2012 **“For Good” Video Contest**: Grand Prize winning school Our Lady Queen of Heaven (Lake Charles, LA), and two finalist schools: Jericho Middle School (Jericho, NY) and Grand Valley High School (Orwell, OH).

A key aspect of BullyBust and WICKED’s ongoing partnership, the “For Good” video contest was launched as part of the Upstander Alliance (www.bullybust.org/upstander) to inspire youth across the country to show how they are creating positive communities of *upstanders* against bullying - people who stand up and become part of the solution to end harmful harassment, teasing, and violence in our nation's schools. More than 1800 schools nationwide have joined the Upstander Alliance, which provides free resources to help student teams, in collaboration with adult moderators at the school, create targeted community-wide engagement projects focused on preventing bullying and raising awareness.

Grand prize winner, **Our Lady Queen of Heaven (OLQHS)**, from Lake Charles, LA began to promote Upstander behavior in their school by starting an anti-bullying club called SWAG – Students With Anti-Bullying Goals. SWAG is all about putting the power for positive change in the hands of those that are affected the most: youth. Through pledges, community engagement efforts, curriculum-based supports, and student-led plays and assemblies, SWAG has truly transformed the school into a community of Upstanders. According to Sue Ellen Stokeld, school guidance counselor and moderator for the video contest, since the beginning of SWAG, “OLQHS has become a SAFER place where bullying is no longer acceptable. The school’s conversation has changed. SWAG has brought together students, teachers, faculty, parents, and friends - all working towards a unified goal of creating the SAFEST environment for everyone in the community.” As the Grand Prize winning school, Our Lady Queen of Heaven will receive a \$500.00 grant from BullyBust to continue its excellent bully prevention efforts and a special visit from select cast members of WICKED this fall!

Our two finalists will receive exciting gifts from our partners and WICKED:

Jericho Middle School of Long Island, New York took the challenge of the “For Good” video contest and excelled to become one of our amazing finalists. Along with their Technology Teacher, Mr. Matthew Silvia, the 6th grade class at Jericho submitted their video during their Bully Prevention Awareness Month. With the help of their school activities and BullyBust’s [Upstander Alliance tool kits](#) the class began to engage in meaningful conversations about bullying and what it

means to be an Upstander in their school community. When the class learned about the contest they stood up to the challenge to show other schools their passion, positivity and Upstander behavior.

Grand Valley High School showed their spirit for WICKED and passion for making change in their school through their video. To the Ashtabula County Technical & Career Center Interactive Multimedia class at Grand Valley High School, this video was not only important to their school but also to their wider community. During filming for the video, the tragic shootings took place at Chardon High School, which neighbors Grand Valley. According to Multimedia Instructor, Kris Doran, that event changed his students' focus and scope for the video. The day after the event they began working on their video as a tribute to the students of Chardon and a way to lift the spirits of their peers.

BullyBust appreciates the incredible support of the "For Good" video contest judging panel, which includes Facebook Safety, WICKED management, the directors of BULLY, and the Cyberbullying Research Center. On behalf of the entire panel, we extend our deepest congratulations to all of our participating schools on their outstanding videos and inspiring upstander efforts in their communities. We are thrilled to have them as a part of our BullyBust team as official Ambassadors for the Upstander Alliance movement. ***Together, we ARE standing strong against bullying!***

VIEW THE POWERFUL WINNING VIDEOS NOW at www.bullybust.org/forgood

History of the WICKED and BullyBust Partnership:

In 2010, WICKED and BullyBust collaborated to bring the Witches of Oz to life in classrooms across the country with critical bully prevention supports through the [Stand Up to Bullying student and educator supplements](#). These prevention materials and educational activities were used by more than 500,000 students in 1200 schools nationwide. As part of the "Stand Up to Bullying" effort, BullyBust and WICKED hosted a ["Defying Gravity" essay contest](#), in which youth were invited to share how they took a stand against bullying in their own lives, and did not let negativity bring them down. Today, BullyBust's concrete supports reach more than 1800 schools and districts, and empower youth with the tools they need to engage all members of the community in effective bully prevention efforts.

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

About NSCC

[NSCC](#) 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.

About **WICKED**

Winner of 35 major awards including the 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.

Broadway's #1 show for an unprecedented eight consecutive years, **WICKED** has been declared "A Cultural Phenomenon" by *Variety* and "The Best Musical of the Decade" by *Entertainment Weekly*. There are currently 7 productions worldwide: New York, London, Japan, Holland, Seoul and two concurrent North American National 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.