



One of the most recognized names in the world the Hard Rock Cafe 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*

NEW YORK, NY: Hard Rock Cafe New York in Times Square is stepping into the ring to help eradicate an ever growing epidemic that is plaguing our youth. Join us Thursday, October 20th, at the Hard Rock Cafe for a partnered event with the BULLYING...We're Kickin' It National Campaign, a unique and aggressive course of action designed to enhance students' lives by improving the overall school and social climate, ensuring a safe and healthy environment by providing endless programs, scholarships, resources, assistance, guidance and support.

"To go undefeated in this fight, (anti-bullying) campaigns need to be unique, diverse, universal and must be appealing to all students. As a society we need to rally together, set positive examples and unite against negative actions and behaviors." ~ states Rocky Marciano Jr., "Having the opportunity to partner with the iconic Hard Rock Cafe will allow the campaign to reach countless students and families. The event will be the forum to launch new scholarship programs, an anonymous text reporting program and a student resource fund."

The event is developing into one of the most powerful, unique and creative affairs with celebrity supporters, athletic superstars, acoustic performances by various musicians, a Kickin' It w/Guitar Hero tournament finale, a memorabilia auction, student stories and performances and an exclusive student opportunity: Kickin' It w/the Hard Rock Collectible Pin Contest!

"I am proud and excited to be a part of this incredible campaign and event" ~states legendary athlete Rocky 'Soulman' Johnson, one of the honored guests of the event.

"I am really excited as an artist (& parent) to support this anti bullying campaign and be part of the Kickin It event with the Hard Rock. "Bullying can ruin someone's life and I think that we should all do our part to recognize it and put an end to it." ~states Jimmy Gnecco, of Ours. Jimmy and his daughter Zoe Gnecco are among the musicians scheduled to perform acoustically during the event.

Everyone can be a part of this historic partnership event; performance, sponsorship, advertising and supporter opportunities available, please contact hrevent@werekickinit.org For Event Tickets: WereKickinIt.org

About Us: The BULLYING...We're Kickin' It Nat'l Campaign is an aggressive, unique, powerful course of action designed to; reduce bullying behavior, improve the overall school climate and keep the anti-bullying message present throughout the year, ensuring ALL students, K-College, a safe and healthy school experience. The multi-component campaign involves school projects, scholarships, afterschool programs, leadership workshops, parent/guardian groups, student mentors, anonymous text reporting hotline, social media monitoring and support, faculty/administration support and assistance. KI re-enforces and emphasizes traditional/old fashion values, proper mannerisms and etiquette among students while providing the tools to build and balance students self-confidence and self-esteem, offering the access to positive healthy outlets such as: music, art, animal care, dance, health, beauty, fashion and athletics to help students turn negative aggression, feelings, stresses and emotions into positive energy and healthy respectful behavior. www.werekickinit.org

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