



The Great American NO BULL Challenge Finds New Home at National Organizations for Youth Safety (NOYS)

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ALEXANDRIA, VA – The Great American NO BULL Challenge, a global video contest that uses film to inspire positive change on social issues ranging from bullying to addiction, has found a new home at the National Organizations for Youth Safety (NOYS).

The Great American NO BULL Challenge will now be housed within the NOYS family of programs. Founder, Shawn Edgington expressed her excitement over the way this move will allow the NO BULL Challenge to continue to expand its reach to youth across the country.

“I started the NO BULL Challenge after my teenage daughter survived a devastating bullying episode online and via text,” said Ms. Edgington, President and CEO of Granite Insurance Brokers “Why? Because change in teen behavior starts at the student level. The NO BULL Challenge empowers youth to take a public stand against hatred and bullying. I am so excited that NOYS will be continuing to administer this contest. NOYS has a reputation for engaging youth as leaders and change-makers. The NO BULL Challenge will continue reaching youth with the message that their voice matters and can stop hate in its tracks.”

“NOYS is so proud to carry the torch as the new home of The Great American NO BULL Challenge,” said April Rai, NOYS CEO. “Shawn Edgington and her team of youth leaders have done tremendous work mobilizing students to take a stand against bullying and hatred in all forms. Their work aligns perfectly with the NOYS mission to reduce injuries and save lives. Watch for an announcement on the Fall 2018 Challenge - we want to see teens from all over the country participate!”

The 2018-2019 global video contest will kick off in Fall 2018. More information can be found online at <http://NOYS.org> and <http://www.nobullchallenge.org/>.

The National Organizations for Youth Safety (NOYS) is a consortium of nonprofit and for-profit youth-serving organizations and government agencies working together toward the common goal of addressing health and safety issues that affect youth in the United States and beyond. NOYS works as an umbrella organization, supporting, strengthening, and promoting our membership through professional development, partnerships, and recognition. We work together to implement a broad array of initiatives, develop



educational activities and campaigns, and share best practices and research findings. Learn more at NOYS.org.

Founded in 2011, The Great American NO BULL Challenge is a social action organization that uses the power of social media and the magic of filmmaking to inspire students to create short films or PSA's that raise awareness and inspire positive social action on issues affecting today's youth. NO BULL provides the framework and motivation at no cost to schools and organizations to develop powerful short films and PSA's; empowering students to promote leadership, social justice, and to inspire positive change in their schools and communities.

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