



**State Template for Use by Each School, Tailor to own needs**

**For Immediate Release:** [Place Date Here]

**Contact:** \_\_\_\_\_, Local Campaign Chair at 555-555-5555 or Lindsay Bond at (202) 462 -6610

## **[Your School's Name] STUDENTS JOIN NATIONAL CAMPAIGN TO END BULLYING CAUSED BY GENDER STEREOTYPES**

(Your city, state) Students at [your school] today announced they are joining a national public education campaign to fight violence and discrimination based on gender stereotypes. Youth at all educational levels – from K through 12 and on college campuses – suffer ostracism, harassment and even violent assault simply for not conforming to classmates' expectations for masculinity or femininity. [school name] is one of the schools joining the 37 chapters in 23 states of the GenderYOUTH Network in launching *Drop the Labels: Back to School!* Drop the Labels is a youth-led and youth-organized campaign with training and support provided through the Gender Public Advocacy Coalition's **GenderYOUTH Network**.

"Every student- male, female, of color, gay, straight, transgender, young or old - has the right to learn and grow in a safe environment, regardless of whether they fit someone's ideal for a *real man* or a *proper woman*," said [your name], **Drop the Labels Coordinator** at [your school]. "We are part of a growing movement that says it's time to drop harmful labels and the attacks that come with them, simply because students don't fit narrow gender norms." In the past 3 years, more than a dozen students have been killed, and scores injured in assaults apparently caused from their looking or acting insufficiently masculine or feminine.

During the week of [Week of Events], hundreds of college students from around the country are writing to their representatives and demanding inclusive language within anti-bullying legislation with the goal of ending bullying and harassment caused by gender stereotypes for all students as part of the *Drop the Labels, Back to School* campaign. [Add detail regarding your specific activities] Activities include:

- update with a personal example
- Helping college administrations add *gender identity and expression* to their school's EEO (Equal Employment Opportunity) and non-discrimination policies. (*Gender expression* refers to manifestations of masculinity or femininity through how individuals look, act or dress, while *gender identity* refers to an individual's sense of being male, female, other or in between.) Over two dozen colleges have already adopted such policies. Update stat?
- Educating local high school teachers, students and parents about preventing gender-based bullying and harassment in the classroom. For example, in 2004, students from Connecticut College conducted workshops for local students about how to recognize and prevent bullying.

To obtain more information about this campaign and a complete list of organizational co-sponsors, call 202-462-6610 or email [Lindsay.Bond@gpac.org](mailto:Lindsay.Bond@gpac.org).

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