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Little Mix call on fans to join 'The Big March' against bullying



Jade Thirlwall



Perrie Edwards



Jesy Nelson



Leigh-Anne Pinnock

6 March 2014. Little Mix have teamed up with BeatBullying, Europe's largest anti-bullying NGO and the #DeleteCyberbullying project, to put a stop to bullying and cyberbullying of children across Europe.

The girls from Little Mix, along with other celebrities and organisations from across the continent, are inviting everyone to show their support for bullied young people by signing up for The Big March. To march alongside The Big March supporters, log on to bigmarch.beatbullying.org.

The march will take place on 11th June 2014, when avatars created by young people, parents, teachers and celebrities such as Little Mix, Aston Merrygold, Made In Chelsea star Jamie Laing, Storm Model Management, German heartthrob Jimi Blue, Germany's Next Top Model winner Barbara Meier and Belgian popstar Ian Thomas, will march across websites instead of streets.

The Big March calls on the European Commission to:

1. Introduce new laws to protect the right of European children to live without fear of bullying and cyberbullying.
2. Ringfence €77m for services that prevent and protect European children from bullying and cyberbullying.
3. Champion an annual awareness day to promote the anti-bullying movement across Europe.

European brands and NGOs are also supporting the campaign, including Disney, Moshi Monsters, Stardoll, the Safer Internet Network, European Youth Forum, Erasmus Student Network, among hundreds of others.

Leigh Anne of Little Mix said: “Myself and the girls have all experienced being bullied at some point in our life, when we see on Twitter that some of our fans are going through it now we find it so upsetting and that's the reason we feel so passionate about this campaign and the work that BeatBullying does. We need to put a stop to bullying and cyberbullying, but we can only do that with all our fans help – so please, join The Big March today!”

Emma-Jane Cross, CEO of BeatBullying said: “People from across Europe want more to be done to tackle bullying and cyberbullying. The Big March gives everyone the opportunity to take support this important cause, and so we urge the citizens of Europe, schools and NGOs and companies alike to join The Big March, and help change thousands of young lives forever”.

ENDS

Notes to editors

About BeatBullying

BeatBullying is an international bullying prevention charity working and campaigning to make bullying unacceptable, on the ground in the UK and Europe. We believe that no one should endure the pain, fear or isolation of being bullied, and that everyone has the right to be safe from bullying, violence and harassment.

We train young people, aged 5-25, in schools, colleges and communities, to become BB Mentors, giving them the knowledge and tools they need to tackle and prevent bullying. They then support and mentor other children, in school and online (via www.beatbullying.org). Specialist adult advisers and qualified counsellors are also online to provide expert advice and counselling support.

We raise awareness of bullying in all its forms, and work to shape public policy to protect children and young people. We campaign for real change that will protect children at home, in the playground and

in their communities, at a local, national and international level.

About #DeleteCyberbullying

COFACE as the Confederation of Family Organisations in the European Union, brings together a large number of civil society organisations with the aim of giving a voice to all families and representing the issues most important to them at the European level. For more information go to: <http://www.coface-eu.org/en/Policies/Education-ICT/Overview/>

COFACE is currently coordinating the European Awareness Raising Campaign on Cyberbullying:#DeleteCyberbullying. <http://deletecyberbullying.eu/>