

24 Hours of NO BULL!

Press Release – February, 2013 – The Great American NO BULL Challenge and NO BULL Teen Video Awards today announced that National Spokespeople, Scott Hannah and Tyler Gregory dubbed “The NO BULL Guys” have partnered with YouNow.com to bring the first ever 24-hour broadcast focusing all about digital responsibility.

The goal of the NO BULL Challenge is to bring students, educators, counselors, media organizations and communities together in an effort to enable real change at the student level. Middle and high school students, ages 13-18, are eligible to compete by submitting videos on digital responsibility to www.nobullchallenge.org.

Formats include: 2-5 minute short films, and 30-60 second PSA's-all dealing with digital responsibility.

Videos may be uploaded from December 14, 2012 to April 30, 2013.

Prizes will include (2) Tickets to the Teen Choice Awards, a mentorship by Emmy Award winning filmmaker Lee Hirsch, video cameras, scholarships and a trip to the Sundance Film Festival, where the winning video will be submitted.

The purpose of the broadcast is to bring together a nation of NO BULL. Beginning midnight Friday, March 1 and running through midnight Saturday, March 2nd every hour teens from across the nation will unite to send out one simple message, “Just say NO BULL!”

Special appearances by music group IM5, pop sensation Tyler Matl, 2012 NO BULL Documentary of the year recipient Austin Barker, will join National NO BULL spokespeople, NO BULL partners and many more teen advocates that take a stand against bullying and promote digital responsibility.

This worldwide NO BULL-a-thon will offer giveaways such as autographed merchandise, T-shirts, CD's posters and more! Teens around the globe are in for a treat!

"This event is really going to make a change." said Tyler Gregory of The Great American NO BULL Challenge. "Some of the guests that we have coming on are very inspiring and can inspire students to take a stand. We are honored to be part of such a wonderful night!"

"Our goal is to ensure that all middle and high school students from around the world have access to the NO BULL Challenge to help strengthen their digital responsibility skills using real life experiences, the power of their voice, and the magic of filmmaking," commented Shawn Edgington. "The NO BULL Challenge would not be possible without the generous support provided by our partners and sponsors.

About The NO BULL Challenge:

The NO BULL Challenge and NO BULL Teen Video Awards, a non-profit organization, promote digital and social responsibility, a positive school climate and teen driven social action using the power of music and filmmaking.

About YouNow.com:

YouNow is an interactive and fun live video experience. Watch live broadcasts, chat & meet new friends, or broadcast live to grow your social circle!

For Further Information – www.nobullchallenge.org , sarah@nobullchallenge.org or phone: 925-249-2842