



Promoting digital responsibility, leadership and social change
Using the power of education, music and filmmaking



PRESS RELEASE

The Spotlight was on 18 young men and women at the 2015 NO BULL Teen Video Awards at YouTube Space LA

The Great American NO BULL Challenge is proud to announce the winners of the 2015 Teen Video Awards held on Saturday, August 8, 2015 at YouTube Space in Los Angeles California. While it was a star studded event with numerous Hollywood celebrities and social media sensations on the Red Carpet and stage, the real stars of the evening were our video nominees. These youth from across the country positively impacted their campuses and communities, using the power of filmmaking, leadership and social media to stand up to bullying and promote cyber citizenship.

We are pleased to present our 2015 winners:

Choices by Sarah Holland—Documentary of the Year

One Word by Hunter Howle—College Documentary of the Year

Baggage Claim by Brittney Lybarger—PSA of the Year

Paper Hearts by Spencer Boechler—Best Acting

Your Ally by Anya Mudryakova—Best Community Involvement

Broken by Anna Richie Gibbons—Best Directing

Start with Kindness by Rodolfo Robles-Cruz & the Fresno Unified Student Advisory Board
—Best Message

Don't Bother Me by Ester Cohen—People's Choice Documentary

Crockett County 4-H PSA by Cameron Sanford—People's Choice PSA

Crockett County 4-H Vine by Katelyn Wilson— People's Choice Vine

Earlier in the day, all nominees presented their respective **"Move It"** campaigns at the **NO BULL National Education Conference**. The winner of the **"Move It" Change Makers Reaching Millions Campaign Award**, Kira Taylor, producer of *Bad Day Contest*, emerged victorious for her passionate presentation of her stellar social media and social action strategies.

It was a banner year for the NO BULL Challenge. Our **#NOBULLnation social media campaign, in conjunction with the Teen Video Awards, generated an unprecedented 36.5 million social impressions.**

Founded in 2011, **The Great American NO BULL Challenge** is a social action organization whose mission is to provide a global social media platform to promote cyber citizenship and leadership, and end all forms of bullying through peer-to-peer engagement. **NO BULL** is powered by the voices of youth (ages 13-23) through short video documentaries, PSAs and Vines that they write and produce. As **NO BULL** evolves, so will the topics students may select for their video entries next Challenge season. The focus will be on raising awareness and inspiring positive social action on issues affecting today's youth such as: bullying, violence, drug/alcohol abuse, LGBT, body image or the power of Social media.

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