

I Pledge to Stick Together™ — Against Bullying —



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News/Event: Duck® brand and Project Love Teach Kids to Stick Together™ Against Bullying/
Foundation Announces Denise Dufala as its Stick Together Program Ambassador

Date & Time: Friday, January 26, 2018; 8:00 am – 11:00 am

Location: Lakewood Catholic Academy, 14808 Lake Ave, Lakewood, OH 44107; (216) 521-0559

Presenter: Values-in-Action Foundation (Project Love)

REQUEST FOR EVENT COVERAGE (Friday, January 26):

Cleveland, Ohio – On Friday, Lakewood Catholic Academy will present Stick Together™, an anti-bullying, kindness program presented by Duck® brand and Values-in-Action Foundation (Project Love). Also on this occasion, the organization is proud to introduce Cleveland’s own Denise Dufala as its national Stick Together Program Ambassador. “Parents need to pay attention to harmful bullying behavior going on in many schools. By teaching children how to face bullying head on, with the help of friends, we can all make a difference in the lives of these impressionable children,” said Dufala.



One out of every four students is bullied during the school year. With that in mind, Duck brand has partnered with Project Love, a school-based character-development organization, to implement its Stick Together™ program in up to 1,000 schools throughout the United States by the end of 2018. The free program provides a fun and different way for students to learn the concepts of kindness and sticking together.



“Stick Together was developed with schools in mind,” said Patti Sack, media manager, ShurTech Brands, LLC. “We understand that they have limited time and resources for special programs. Stick Together has a short, easy-to-implement design, packaged with everything schools need to present to students.”

The Stick Together program combines large group discussion, videos, hands-on activities and a writing exercise to keep students interested and engaged. Each “kit” Duck brand provides to schools includes the tools needed to execute the program, including a facilitator’s guide, several rolls of Duck Tape, Stick Together bookmarks, “I pledged” stickers, a vinyl banner and a set of markers.

The lesson culminates with students pledging to “stick together” as they write their individual names on pieces of Duck Tape® and post them together on a provided banner. The adhesive qualities of a strip of Duck Tape symbolize the strength students can possess when they “stick together” and help one another. After the program, the banner can be displayed prominently in the school as a constant reminder to be kind, caring and respectful to others.

“We’re grateful to work with Duck brand on this crusade to put an end to bullying,” said Stuart Muszynski, President & CEO, Values-in-Action Foundation (Project Love). “Kids are able to easily understand our message through the visual storytelling we’re able to do with Duck Tape. We hope our message ‘sticks’ with them for years to come.”

For additional details on the Stick Together program, visit www.viafdn.org.