

Cartoon Network and Pilot Pen Unite to Erase Bullying

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Two-year collaboration builds on Cartoon Network's existing partnership with 826 National to "Stop Bullying and Speak Up"

Cartoon Network and **Pilot Corporation of America (Pilot Pen)** are speaking up against bullying through a two-year partnership that provides students with the platform and creative resources to share their individual stories of empathy and inclusion. This collaboration adds to Cartoon Network's award-winning "Stop Bullying: Speak Up" pro-social initiative with 826 National, which encourages young people to speak up and stop bullying before it starts. The newly minted alliance will help amplify Pilot Pen's ongoing "Erase Bullying For Good" campaign with its line of FriXion Erasable Gel Ink Pens.

Cartoon Network and Pilot Pen are distributing 500 bookmaking kits to classrooms and educators nationwide. The bookmaking kits include lessons developed by 826 National, based on the organization's internationally celebrated approach to teaching writing, to inspire student stories of compassion and understanding. The lessons also integrate beloved Cartoon Network characters and FriXion Clicker Erasable Gel Ink Pens, among other social-emotional learning writing tools, to support educators as they raise awareness of bullying and inspire dialogue among students.

The bookmaking kits will also introduce a new writing challenge, soliciting stories written by students about how kindness and understanding have helped stop bullying before it started. Cartoon Network will select one student's story, and bring the narrative to life from sketched storyboard to stylized animation using Pilot Pen's FriXion Clicker Erasable Gel Ink Pens. The 30-second animated vignette will air across Cartoon Network's television, digital and social properties to help elevate student voices as kids head back to school in August and September.



"At Pilot, we believe in the power of the written word to inspire and empower people of all ages to express themselves fearlessly, even in the face of bullying," said **Ariann Langsam, vice president of consumer marketing, Pilot Corporation of America**. "We're excited to partner with Cartoon Network to expand our 'Erase Bullying for Good' campaign and be able to share this message of positivity with young people in their own words."

"Pilot Pen, a company with an ongoing commitment to erase bullying and encourage students to excel, is a perfect partner for this project. We look forward to sparking creativity and dialogue that brings stories of empowerment to the center of this conversation," said **Jennifer Cohen, senior vice**

president of content partnerships, Ignite, WarnerMedia Ad Sales.

“This new collaboration with Pilot Pen is a great complement to Cartoon Network’s Stop Bullying: Speak Up initiative and specifically our partnership with 826 National, which is all about elevating kids voices on kindness, caring and empathy,” said **Jill King, senior vice president, marketing and partnerships, Cartoon Network, Adult Swim and Boomerang.**

Over the course of the two-year partnership, Cartoon Network and Pilot Pen will expand the reach of their joint initiative to erase bullying and encourage kids to speak up safely and effectively through various multimedia extensions, including “Stop Bullying: Speak Up” co-branded packages of Pilot’s FriXion Erasable Pens. The second annual writing challenge will resume in 2020 to continue to empower kids to tell their stories.

To learn more about Cartoon Network’s “Stop Bullying: Speak Up” pro-social initiative to address bullying among kids, please visit: <https://www.cartoonnetwork.com/stop-bullying/>.

To learn more about Pilot Pen’s “Erase Bullying for Good” campaign, please visit: helperasebully.com.

About Cartoon Network

Cartoon Network is a division of WarnerMedia and the # 1 animated series network in the U.S., offering the best in original content for kids and families with such hits as Ben 10, Craig of the Creek, Steven Universe, The Powerpuff Girls, and We Bare Bears. Seen in 192 countries and over 400 million homes, Cartoon Network inspires the next generation of creators and innovators by engaging its audience at the intersection of creativity and technology. Its award-winning pro-social initiative, Stop Bullying: Speak Up is an acknowledged and often used resource for kids and adults looking for tools that can assist in dealing with the ongoing issue of bullying.

WarnerMedia is a leading media and entertainment company that creates and distributes premium and popular content from a diverse array of talented storytellers and journalists to global audiences through its consumer brands including: HBO, Warner Bros., TNT, TBS, truTV, CNN, DC Entertainment, New Line, Cartoon Network, Adult Swim, Turner Classic Movies and others.

About Pilot Corporation of America

Pilot Pen offers superlative writing instruments renowned for quality, performance, cutting-edge technology and consumer satisfaction. Widely acknowledged as an innovator, Pilot was first to introduce Americans to fine-point writing, and currently maintains the top share position in the gel, rolling ball and erasable pen categories. Pilot’s line of acclaimed products includes the G2 Gel Ink, Precise V5/V7 Rolling Ball and FriXion Erasable pen lines, as well as Acroball Advanced Ink Ball Point pens and the ergonomic Dr. Grip family of products. Pilot Pen manufactures and distributes from its state-of-the-art facility in Jacksonville, Florida; its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more: www.pilotpen.us

For the fifth consecutive year, Pilot and its FriXion Erasable gel ink pens are partnering with leading national bullying-prevention organizations for the “Erase Bullying for Good” campaign – focused on erasing bullying through educational programs aimed at preventing and addressing bullying behaviors in schools across the US.

About 826 National

826 is the largest youth writing network in the United States. In addition, there are fifty 826-inspired organizations across the globe.

826 National amplifies the impact of our national network of youth writing and publishing centers, and

the words of young authors. Currently, the 826 Network is in eight major U.S. cities and serves nearly 75,000 under-resourced students ages 6-18 each year through free programs at our writing centers and online via 826 Digital.

826 serves as an international proof point for writing as a tool for young people to ignite and channel their creativity, explore identity, advocate for themselves and their community, and achieve academic and professional success.

826 National is the hub of the 826 Network: facilitating collaboration and alignment among our chapters, and bringing the 826 Network model and approach to new communities. Visit 826national.org to learn more about 826's movement for writing and creativity.

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