



MEDIA RELEASE

May 7, 2015

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The Arc San Francisco Launches New Anti-Bullying Campaign “Bullying Stops With Us”

SAN FRANCISCO, CA The Arc San Francisco kicked off a new anti-bullying campaign to raise awareness about bullying in the LGBT and developmental disability communities and to increase support for the nonprofit's anti-bullying educational and leadership programs.



The campaign theme, "It Stops With Us," runs throughout a new PSA featuring clients of The Arc and local city official Bevan Dufty who talk about their experiences being bullied and the devastating effects. [LINK TO VIDEO https://vimeo.com/126191362](https://vimeo.com/126191362) The campaign will raise awareness and funds through social media and crowdfunding using the popular GoFundMe platform.

9 out of 10 LGBT youth have been bullied, according to the National Youth Organization, and straight or gay, all clients of The Arc report that they have faced bullying throughout their lives. Bullying causes depression, anxiety, low self-esteem, absenteeism and a host of physical ailments. [EFFECTS OF BULLYING http://www.stopbullying.gov/at-risk/effects/](http://www.stopbullying.gov/at-risk/effects/)

Said Dr. Glenn Motola, CEO, "As a learning and leadership center for adults with developmental disabilities including autism and Down syndrome, The Arc must empower our clients to respond to bullying--non-violently and effectively. That's why we are training new leaders, Arc Allies, who can defend and support their peers to stand up to bullying, whatever its form."

Said Meredith Manning, Director of Communications, "Words we are all loathe to hear--like "retard," "weirdo" or "faggot"--cut deep. But so do other bullying tactics like exclusion, cyber-attacks and physical force. Our goal is to create a new generation of client-leaders who have the tools they need to feel empowered, supported, accepted and respected."

Anti-bullying programs at The Arc San Francisco are designed to build leadership skills and confidence while raising awareness about bullying in the wider community.

About The Arc San Francisco

The Arc San Francisco is a learning and achievement center for over 700 individuals with developmental disabilities in San Francisco, San Mateo and Marin counties. For over 60 years, The Arc has been recognized for its innovation in education and career programs as well as independent living services, health advocacy and a broad range of arts and recreation opportunities. The Arc supports individuals with autism, Down syndrome and other disabilities to meet the challenges of adulthood while achieving personal goals and lifelong success. Our affiliations with over 90 business, education and health partners enable us to provide successful internships and employment opportunities while offering a more diverse, enriching life experience for those we serve.

For more information visit <http://www.thearcsf.org>

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