



Prevent Child Abuse
New Jersey

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Press Release

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SPIDER-MAN HELPS KIDS FACE BULLIES & PEER PRESSURE!

Newly Available Comic Book Helps Children Settle Conflicts Without Violence

NEW BRUNSWICK – SEPTEMBER 7, 2004 – For some kids, back to school means facing the school yard bully. Bullies and peer pressure are challenges children face at school and socially every day. Prevent Child Abuse America has once again teamed up with Marvel Comics to bring Spider-Man to the rescue. “How to Beat the Bully!” comic book helps kids learn strategies that prevent dangerous situations from resulting in violence. Spider-Man and Jubilee help the children in the stories resolve conflicts safely, by using words instead of fists. A list of ten tips for safety in a situation that is becoming uncontrollable is included.

In Spider-Man “How to Beat the Bully,” a novice in-line skater named Daniel crashes into a local bully. The comic book depicts strategies to avoid a physical altercation, both at the time of the incident and in school the next day. With effective communication Daniel defuses the bully and the situation.

In Jubilee’s section of the comic book, students learn to take responsibility for their actions and handle peer pressure properly. Jubilee is socializing with students who flee from a store where merchandise and patrons are disrupted. Jubilee convinces the group to return to the store and clean up the merchandise.

Contact Prevent Child Abuse – New Jersey at info@PreventChildAbuseNJ.org or 1-800 CHILDREN to receive a complimentary copy of Spider-Man “How to Beat the Bully!” .

Prevent Child Abuse - New Jersey is a statewide, non-profit agency that has been pursuing the mission of working to eliminate the abuse and neglect of children in all forms. 2004 marks the 25th year of service to New Jersey.

For more information, please call 1-800-CHILDREN or 732-246-8060 or visit us on the web at www.PreventChildAbuseNJ.org.

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