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**Face OFF Productions Introduces Anti-Bullying Mascot
*Billy the Bull***

YONKERS, NY (June 1, 2012) FaceOFF Productions has introduced Billy the Bull to the anti-bullying movement.



Billy the Bull the Anti-Bullying Mascot has zero tolerance for the persecution of children. He is a champion for the abused and the bullied, young or old, advocating for the exposure of those who engage in such behavior and demanding public sanction. He understands that fear festers in silence and represents the trusted friend who lends his power to the support of the vulnerable. He fights the good fight.

Face OFF CEO, Helen LaLousis, created Billy as an easily recognizable symbol of strength and courage in the war on bullying. "Bullying has reached epidemic proportions in our nation's schools," said LaLousis. "By displaying Billy the Bull you are showing your support for the safety our children."

Inspired by the multitude of news reports of the senseless violence and loss of life resulting from out-of-control bullying and abuse among our nation's youth, LaLousis has collaborated with other artists and educators in the production of a series of short, animated public service announcements that offer kids and their parents and teachers some suggestions for responding to the abuse.

Face OFF Productions is a boutique entertainment company based in New York focused on designing projects that elevate consciousness and inspire the recognition of human achievement. A producer and filmmaker, LaLousis is passionate about saving the lives and spirits of children and others in our world who are vulnerable to the abuse of bullies. Her company has produced a variety of projects that speak to the betterment of society and the human condition.

"Together with our colleagues, we hope to bring Billy the Bull and his message in defense of standing up and speaking out against bullying to Washington, DC for the endorsement of Billy as our national symbol for anti-bullying," concluded LaLousis.

For more information, email Helen LaLousis at Faceoff0088@aol.com. Visit our web site at <http://faceoffproductions.com/> for more information on Billy the Bull.