



The Launching of Billy the Bull

Billy the Bull was born of necessity in 2012. He is a champion for the bullied and abused. He is intended to be a symbol of safe harbor, a friend to turn to, someone you can depend on to help you, shelter you and defend you against those who would persecute you.

The Billy the Bull Foundation, a 501(c)(3) non-profit organization, will launch in January 2013 for the sole purpose of bringing Billy and his message to the masses. We would like to see Billy adopted as a national symbol for the growing movement against bullying.

In order to accomplish this goal and position Billy and his message in the eyes and hearts of the nation we need your help. Here are some of the ways you can support our mission to make Billy the Bull a recognized mascot for the anti-bullying campaign:

- Invite notable and influential individuals in the community to endorse the campaign;
- Introduce local political leaders to Billy's mission and need for support;
- Invite corporate leaders to endorse and pledge financial support for the growth and development of the Foundation;
- Introduce media personnel to Billy the Bull and assist us in obtaining coverage of our work and publicity for Billy's mission; and
- Invite parents and others you know have experienced bullying on a personal level to join us in telling their stories of pain and courage. We hope to bring our message to schools and community organizations throughout the country with powerful testimonials on the aftermath of bullying and abuse.

If you can assist us in any of these ways, or have other ideas on how we might proceed to accomplish our mission, we are eager to begin the process of working together to achieve our goals.

Thank you for your interest and consideration.

For more information or to join Billy's campaign, please contact Helen LaLouis, Face OFF Productions, 914-557-3426.