Parents of the 13 million children who suffer from an acute bullying problem can now find solutions at their fingertips. A Team Up to Stop Bullying campaign was launched recently to address America's bullying issue, which spikes as students return to classrooms and playgrounds. Team Up to Stop Bullying is the first solutions- and service-based anti-bullying coalition striving to provide immediate solutions that parents and schools can implement today.

"Team Up to Stop Bullying provides much-needed resources to parents, children, educators and communities and will help Americans understand that bullying is a not a normal part of childhood," said Marie Newman, bullying solutions author and managing director of Team Up to Stop Bullying. "Every seven minutes a child is bullied at school and studies show that schools with an anti-bullying program see a decrease in bullying up to 50 percent. While there isn't one fix to every bullying problem, there are solutions and services that work. Now, for the first time, there is one simple place to connect to those solutions at sears.com/TeamUp."

Sears Team Up to Stop Bullying initiative aims to connect those in the throes of a bullying problem to valuable resources with solutions and services provided by a nationwide coalition of more than 55 organizations. The Team Up to Stop Bullying website, sears.com/TeamUp, provides easy access to hundreds of solutions and services for parents and schools from non-profits like: Boys & Girls Clubs of America; Hazelden, publisher of the Olweus Bullying Prevention Program; National PTA®; Stand For The Silent; Solutions For Bullying; It Gets Better project;

The BULLY Project and End to Cyberbullying.

Those affected by bullying are encouraged to:

• Find a solution to your child's unique bullying problem or find a service provider who can assist you or provide counsel in implementing solutions.

• Commit to stop bullying and support a movement for positive change in our schools by taking the Power Pledge online at sears.com/TeamUp. The pledge includes committing to never

demean, humiliate or be disrespectful toward anyone, to be inclusive and accepting of everyone and to celebrate unique differences. Visitors can also donate to Team Up to Stop Bullying, which benefits non-profit solutions-oriented anti-bullying organizations.