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**Celebrities from The Walking Dead to Stranger Things
Do #UnifySelfieChallenge and
Bring attention to the Silence of Bullying**

An anti-bullying movement initially started in Western Massachusetts has spread across all 50 states and to over 50 countries. Now celebrities are getting into the act.

“The social media effort was started by the kids of Unify,” says Edward Zemba, President, of Unify Against Bullying. “It was their way of bringing awareness to the silence of bullying. As parents, we all know that this issue is difficult enough to address when we talk about it. However, when children are left alone to deal with it in silence, things can get far worse.”

In January of 2017, the kids of Unify set themselves a goal. By the end of the year, they wanted to have 50 celebrities participate in their challenge. “Bullying is about trying to look cool” says 14-year-old, Julianna Zemba, one of the organization’s founders. “If celebrities send a message that bullying isn’t ok to kids, they’ll listen differently than if it’s from their parents, or even friends.”

With well-known figures such as Chris Evans, (Captain America), Zach Braff, (Scrubs), and actors from series such as the Walking Dead, Game of Thrones and Stranger Things participating, they are well on their way. Even celebrities from NASCAR, WWE, Boston Bruins, WNBA and the Patriots Cheer leaders, have posted selfies.

To celebrate October being national bullying awareness month, the kids of Unify have launched a special video challenging American Comedian and talk show host, Ellen DeGeneres. “She’s kind of the queen of Selfie’s” says Julianna. “Having her do the challenge would send a message loud and clear to children all over the world. It would be a rallying call to end the silence of bullying.” Turns out, if Ellen does answer the call, she won’t be the only royalty. In September, Marie Chantal, the Crown Princess of Greece did her own Unify Selfie.

No matter where things go from here, the Kids of Unify have definitely left their mark. Julianna summed it up nicely when she said. “Doing the #UnifySelfieChallenge is about bringing attention to the fact, we are all important. To me, everyone who’s posted a Unify Selfie is a celebrity.” To see the video challenge to Ellen, or learn more about Unify, visit: UnifyAgainstBullying.org, #UnifySelfieChallenge or Like UnifyAgainstBullying on Facebook. The Video was donated by, Myers Video Productions and Robert Charles Photography.

Unify Against Bullying is a 501(c)3 and was started in January of 2016 by the Zemba family of East Longmeadow, Massachusetts. In addition to dealing with bullying first hand, their community experienced two nationally covered suicides due to the issue, Carl Walker Hoover age 11 and Phoebe Prince, age 15. They felt it was time to form an organization which could help area children, families and schools struggling with the pervasive problem. The non-profit is dedicated to bringing an end to bullying through the celebration of true diversity. They accomplish this through providing grants, programs and resources to children, parents, teachers and administrators who find themselves on the front line of bullying.

[Video of Kids Challenging Ellen](#)

<https://www.youtube.com/watch?v=TgW65A3f-oE>

[Map showing Locations of Unify Selfie’s World Wide](#)

<https://www.google.com/maps/d/viewer?mid=1p9i32QMlxznTQkW5ETmDiFrFaQ&ll=2.2415531223488614%2C7.591552750000005&z=2>