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**Unify Against Bullying and Paul Mitchell NEON
Celebrate Diversity through Fashion**

Holyoke, Mass. – On May 15, students from 28 different schools located in Massachusetts and Connecticut walked the runway and acted out anti-bullying performances at a fashion show dedicated to celebrating diversity. The sold-out show was attended by 650 guests at the Log Cabin in Holyoke, MA and raised over \$65,000.00. “What makes the fashion show so unique is that it celebrates students of all shapes, sizes, styles, ethnicity, sexual orientation, and physical ability,” says Edward Zemba, President of Unify Against Bullying. “In many ways the kids of Unify are helping re-define the traditional fashion show as we know it.”

It was announced at the show that John Paul Mitchell Systems had selected Unify Against Bullying as their anti-bullying charity of choice for 2018. “We were honored when we received the call from John Paul Mitchell Systems asking us if we would consider being their Anti-Bullying Charity Partner for the Paul Mitchell brand in 2018.” says Chris Maiwald, Executive Director of Unify Against Bullying. “Working with Paul Mitchell gives us the opportunity to reach many more kids, teens and families affected by bullying, and ensures that they know they are not alone.”

“At John Paul Mitchell Systems, we understand the importance of celebrating the uniqueness of each and every individual.” says Julie Solwold, VP Lifestyle and PR at John Paul Mitchell Systems. “Our partnership with Unify Against Bullying allows us to further amplify their beautiful message of inclusion using our Paul Mitchell social channels to reach an even greater audience throughout the world.” Paul Mitchell NEON will launch a new product in the fall which will have the Unify logo on the front and mission statement on the back.”

Unify Against Bullying is a tax exempt organization dedicated to bringing an end to bullying through the celebration of true diversity. It achieves this mission by providing grants to students, teachers, parents and others to fund their anti-bullying initiatives to reach students from pre-school to high school and the community at large. As a result of these grants, Unify has been able to raise awareness nationally through assisting a senior in high school to be able to create a website for outreach and support to the LGBTQ community, partially fund an anti-bullying musical based out of New York, support the Be-A-Friend project with letters and cards of love and encouragement which has national reach.

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Photo credit: Robert Charles Photography
Student model, Adriana Brathwaite
Paul Mitchell/Neon “Stick it to Bullying” post-it note