

"I Am A Witness" – Addendum of Quotes

"This is such an important issue to address, and it takes everyone. As young people connect on Facebook and Instagram every day, we want to empower them to speak up and be part of the solution. The Ad Council's efforts are not only raising awareness about the impact of bullying, but also providing a real call-to-action."

David Fischer, Facebook's VP of Business and Marketing Partnerships

"Bullying is an issue that impacts all of us. Google and YouTube are proud to be working with the Ad Council and this broad coalition of partners to support the *I Am A Witness* campaign. Together we must continue to raise awareness and provide the resources to help bring an end to bullying in all forms."

Margo Georgiadis, President of Americas at Google

"Helping to keep children safe and protected against bullying is everyone's responsibility. Together, we have the power to create positive change and to truly make a difference, and as a corporation that is committed to advancing health and well-being, Johnson & Johnson is proud to join this effort as a strong voice in the service of those in the greatest need of support this campaign can offer."

Michael E. Sneed, Johnson & Johnson Vice President Global Corporate Affairs

"Created through student voice alongside incredible partners, *I Am A Witness* is a hugely exciting call to reclaim the keyboard from being a vehicle for cruelty to a powerful tool for empathy and action. It is an honor to be part of this campaign."

Lee Hirsch, Founder, The Bully Project

"The *I Am A Witness* campaign, using the eye emoji, is a revolutionary tool to help youth and young people stand up to bullying and communicate that bullying is not okay. Using social media to focus on positive, kind behaviors will help disempower bullying behaviors and instead, empower kindness and bravery"

Dr. Susan M. Swearer, Director of the Empowerment Initiative at the University of Nebraska – Lincoln and Chair of the Research Advisory Board for Lady Gaga's Born This Way Foundation.

"I'm proud to be a part of the I Am a Witness campaign and to forward the movement in breaking the cycle of cyber bullying that's been created through self-righteous digital anonymity."

Grace Helbig

"GLSEN has long been committed to ending the bullying and harassment that lesbian, gay, bisexual and transgender (LGBT) youth often experience. Our research has shown that cyberbullying is pervasive, especially for LGBT youth, with one in four LGBT youth saying they had been bullied online specifically because of their sexual orientation or gender expression in the past year. We are pleased to continue our work with the Ad Council by supporting the *I Am A Witness* campaign, an innovative way to empower students to play a role in decreasing the rates of cyberbullying in and out of schools, helping create more positive climates for all students."

Dr. Eliza Byard, Executive Director, GLSEN

"I'm excited about this broad cross-sector collaboration in helping bystanders become upstanders. There's tremendous potential for emojis as a tool for spreading empathy, and the social media helpline for schools that we're piloting in California this year will be spreading the word about "I Am a Witness."

Anne Collier, President of Net Family News Inc. and founder of iCanHelpline.org

"It's incredibly important to involve youth to address bullying in the online community because they are often the first to see the behavior, they have more power to influence their peers than adults, and it gives them a sense of ownership in creating safe communities. Founded in 2006, PACER's National Bullying Prevention Center actively leads social change through innovative resources for students, parents, educators, and others, and recognizes bullying as a serious community issue that impacts education, physical and emotional health, and the safety and well-being of students."

Paula Goldberg, PACER's Executive Director

"We're proud to volunteer our geofilters product to help spread the *I Am A Witness* message with Snapchatters nationwide. We're embracing this opportunity to take a stand against bullying on our platform and beyond."

Mary Ritti, VP of Communications at Snapchat

"Bullying sucks, and we've all been through it. Kik wants to help fix it. We're glad this campaign is doing something about that, and we're happy to be part of it."

Ted Livingston, founder and CEO of Kik

"Statistics alone don't do justice to the gravity of online bullying. Working with the Ad Council gave us the chance to really see the relentless reality of online bullying through the eyes of teens who experience it every day. #IAMAWitness empowers teens to stand up in a way that's powerful, immediate, and in their vernacular. As the father of two young children, I'm particularly proud that dscout is a part of the effort to help teens be bystanders no longer."

Michael Winnick, dscout Mobile Research, Founder and CEO

"We Heart It members are a powerful force and, when they unite around an important issue like speaking up against bullying, they're unstoppable. We see this in our all images feed and, we know this campaign will resonate with the young women on We Heart It. We're delighted to partner with the Ad Council to reach teens and spread this powerful message."

Cindy Mesaros, We Heart It's VP of Marketing

"We're excited to team up with the Ad Council on an issue that's close to Whisper's heart. We have a zero tolerance policy for cyber-bullying on Whisper and we hope that this campaign enables millions of people to take action when they see or experience bullying of any kind."

Mark Troughton, Whisper's President

"Every day, 250 bn. messages are sent in messaging apps across the world. Teens spend the majority of their mobile time in mobile messaging apps, having smaller conversations with their social group. We're thrilled to be a part of the *I Am A Witness* campaign with the Ad Council to give teens a powerful yet simple way to respond to bullying where it's likely happening most - mobile messaging."

Christian Brucculeri, CEO of Snaps

“Through collaborative design workshops with teens who are exposed to bullying on a regular basis, iiD designed a user experience for the *I Am A Witness* website that will truly engage teens around the issue. The goal of the website design was to present the issue - and the solution - in a way that immediately resonates with end users and prompts them to stand up and take action against bullying.”

Matthew Bennett, CEO & Creative Director, iiD

“We have a responsibility to stand up to bullying on the web just as much as we do in real life. One in three people have experienced cyberbullying online – and it's got to stop. If we can help even one kid with this campaign, then that's a success. That's one less person free from bullying. Free to be confident, free to be happy, and everyone deserves that. That's why I'm committed to I am a witness, and that's why it aligns so strongly with the core values of what Delmondo stands for. Delmondo means "the world" in Italian, and that's just what we're about. A better, safer Internet – a better, safer world – and we try to do that by helping make content that makes people all around the world happy. This is a very important cause to all of us at Delmondo. I am a witness. Are you?”

Nick Cicero, Delmondo founder and CEO