

# I WON'T STAND FOR... BULLYING

USA NETWORK // CHARACTERS UNITE // COLLEGE TOUR

## // ABOUT PROJECT //



### OBJECTIVE

Inspire a social movement for Characters Unite, USA Network's award winning public service campaign.

### STRATEGY

Address the social injustices and cultural divides still prevalent in our country with activities and messaging that combat prejudice and intolerance while promoting understanding and acceptance — on-air, online, and in communities across the country.

## RESULTS

MORE THAN **>43M**  
PEOPLE REACHED



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