

## **ThinkBeforeUclick Debuts With Music Video Warning Kids of The Risks/Penalties They Face for Bullying and other Reckless Behaviors**

After Tragic Suicide of Tyler Clementi, ThinkBeforeUclick Promotes Effort to Raise \$1,000,000 for a National Anti-Bullying Campaign through GLSEN

FROM:

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FOR IMMEDIATE RELEASE

NEW JERSEY (November 1, 2010) — Just days after the tragic death of Tyler Clementi, Jonathan Singer announced the debut of ThinkBeforeUclick.org to help prevent bullying and other reckless behavior. An original music video illustrates how kids can destroy lives, including their own, with a single computer click.

<http://www.youtube.com/user/ThinkB4YouClick>

Launched during National Bullying Prevention Month, Singer commented, “if the accused students are found guilty as charged, they must be prosecuted to the full extent of the law so kids think twice before making the wrong click.”

ThinkBeforeUclick is kicking off their initiative with an effort to generate 1,000,000 views of the video and raise \$1 million dollars for GLSEN, Inc. to fund a national anti-bullying awareness campaign with the goal of ending bullying once and for all.

Funds will be raised on Crowdrise.com, an exciting online fundraising site started by actor Ed Norton.

Singer is asking technology companies to support this effort to warn students of the consequences of abusing technologies such as Formspring that destroy reputations, lead to depression and tragically can result in death.

ThinkBeforeUclick.org was created in Tyler’s memory, to warn young people against destroying their lives and lives of others if they don’t think before they click.

## ABOUT ThinkBeforeUclick

ThinkBeforeUclick is a new initiative established in memory of Tyler Clementi to help prevent reckless behavior and end bullying once and for all. Our mission is to help warn kids of the risks/consequences they face for bullying and abusing drugs and alcohol to help them make the right choices with their lives. [ThinkBeforeUclick.org](http://ThinkBeforeUclick.org)

## ABOUT GLSEN, Inc.

GLSEN, the Gay, Lesbian and Straight Education Network, is the leading national education organization focused on ensuring safe schools for all students. GLSEN envisions a world in which every child learns to respect and accept all people, regardless of sexual orientation or gender identity/expression. For information on GLSEN's research, educational resources, public policy advocacy, student organizing programs and educator training initiatives, visit [www.glsen.org](http://www.glsen.org)