

FOR MORE MEDIA INFORMATION:
EMILY OLIVER /IVETTE FAULKNER
BRIGHT RED • 850.668.6824
EOLIVER@BRIGHTREDTBWA.COM
IFAULKNER@BRIGHTREDTBWA.COM



PILOT PEN ENCOURAGES FAMILIES TO ERASE BULLYING WITH THE FRIXION CLICKER ERASABLE GEL INK PEN

*Pilot's FriXion Clicker Partnership with STOMP Out Bullying
Aims to 'Erase Bullying For Good' in Schools*

Jacksonville, Fla. (Aug. 26, 2015) – Pilot Corporation of America (Pilot Pen) is encouraging parents and students to help erase bullying this school year through their 'Erase Bullying for Good' campaign. This campaign was developed in partnership with STOMP Out Bullying, the leading bullying prevention organization in the U.S. The 'Erase Bullying for Good' campaign is funded with proceeds from sales of Pilot's FriXion Clicker erasable gel ink pen, a revolutionary kind of erasable pen that enables students to enjoy mistake-free writing. A total of \$125,000 will be donated to STOMP Out Bullying for the educational and support programs they offer parents, students and educators designed to transform and prevent negative bullying behaviors in U.S. schools.

Bullying has become a real problem in U.S. schools and Pilot Pen wanted to help be part of the solution. "There are a lot of parents that work at Pilot, and we are well aware of the challenges facing kids today. We wanted to help address the issue of bullying at a national level by supporting STOMP Out Bullying. They are the ideal resource & partner, with their educational programs and confidential help chat line for teens," said Ariann Langsam, Director of Marketing at Pilot Corporation of America.

Pilot Pen has also partnered with lifestyle expert, TLC star and mom, Gretta Monahan to help arm parents with tips to tackle bullying.

1. Do not ignore it – Acknowledge that your child is being bullied and learn as much as you can about the situation.
2. Teach empowerment, not aggressiveness – It is crucial to empower your children to stand up for themselves and others – to state their feelings, opinions and desires clearly.

3. Be the ultimate role model – Talk the talk and walk the walk. If you want your kids to respect themselves and others, let them see that you are doing just that.

“One in four kids is bullied, and 8 percent miss at least one class per month for fear of bullies,” said Gretta Monahan. “We need to help empower our children to stand up to bullies and speak up if they or someone they know is bullied.”

Parents, students and educators can get involved in Pilot Pen’s ‘Erase Bullying for Good’ campaign in three ways: 1) Visit StompOutBullying.com to access the valuable tools and resources designed to prevent bullying 2) engage in open dialogues regarding how to respond to bullying incidents and 3) support this program by adding Pilot’s FriXion Clicker erasable pens to their back-to-school shopping lists. Together with your help, Pilot, and their FriXion Clicker erasable gel ink pen, will help to ‘erase’ negative bullying behaviors and ‘rewrite’ a positive new chapter in U.S. schools. To learn more, visit HelpEraseBullying.com or StompOutBullying.com

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ABOUT PILOT CORPORATION OF AMERICA

Pilot Pen offers superlative writing instruments renowned for quality, performance, cutting-edge technology and consumer satisfaction. Widely acknowledged as innovators, Pilot was first to introduce Americans to fine-point writing, currently maintaining the top share position in the gel and rolling ball pen categories. Pilot’s line also includes the acclaimed Dr. Grip family of products featuring an ergonomic, wide comfort grip that reduces writing fatigue, as well as the notable Precise V5 and G2 lines. Pilot Pen manufactures and distributes from its state-of-the-art facility in Jacksonville, Florida; its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more: www.pilotpen.us.

ABOUT STOMP OUT BULLYING:

STOMP Out Bullying is the most influential anti-bullying organization in America. It focuses on reducing and preventing bullying, cyberbullying, sexting and other digital abuse, education against homophobia, racism and hatred, decreasing school

absenteeism, and deterring violence in schools, online and in communities across the country. It teaches effective solutions on how to respond to all forms of bullying; as well as educating kids and teens in school and online.

ABOUT GRETTA MONAHAN:

Gretta Monahan is a self-made lifestyle expert and mom. Raised by her grandmother and aunt in Boston, Gretta attended New York's Fashion Institute of Technology. She opened her first salon at age 24, and within 10 years, the sales of her multi-faceted beauty and fashion empire topped \$10 million. A graduate of Harvard Business School's Owners and Presidents Management Program, Gretta was selected as a case study for the school at only 34 years old. Her passionate spirit and expert advice has earned her regular appearances on The Rachael Ray Show, Good Morning America and a new TLC show.