

## Pearson Assessment joins 'The Big March' for Anti-Bullying Week

Pearson Assessment is joining 'The Big March', an online campaign hosted by the leading bullying prevention charity Beatbullying.

Designed to coincide with anti-bullying week (15th to 19th November 2010) The Big March is the world's first ever virtual march - [www.beatbullying.org/bigmarch](http://www.beatbullying.org/bigmarch) - a truly ground breaking collaborative campaign hosted entirely online, which will see avatars of companies, children, parents, teachers and celebrities march across computer screens, via partner websites, to take a stand against bullying. Tens of thousands of parents, kids, teachers and adults are now expected to participate.

Along with Sir Michael Parkinson and Twiggy, our representative Pearson Assessment avatar will be joining the march, culminating at No. 10 where marchers will sign a petition asking the Government for help to protect kids from bullying, violence and harassment.

Emma-Jane Cross, CEO of Beatbullying, comments:

"It is absolutely vital for charities such as Beatbullying to constantly seek innovative new ways to engage Government, as well as the public.

"The Big March represents a completely new way to campaign in the 21st century, giving vulnerable children a voice and an opportunity to be heard, as well as an initiation into how to campaign for social change.

"Essential to this campaign is ensuring that the proposed Big March Bullying Review continues on the good work begun by all the marchers by continuing to research the best way to tackle bullying over the next 12 months, ready to present their findings back to Government.

"This way the Big March's legacy will truly be felt by children everywhere - hopefully in the form of legislation which explicitly renders bullying, violence and harassment against the law."

As the leading developer and distributor of psychological and educational assessments, Pearson Assessment recognizes the impact that bullying can have children's lives and aims to support teachers in assessing the effect that bullying can have and thereby paving the way for interventions to be implemented.

Any one interested in partnering with The Big March should get in contact with Beatbullying [www.beatbullying.org](http://www.beatbullying.org)

### Contacts:

For further information or queries please contact, in the first instance: Simone Gilson, Health and Education Marketing Specialist at [simone.gilson@pearson.com](mailto:simone.gilson@pearson.com)

### Notes to editors:

Pearson Assessment is the world's largest commercial developer and distributor of educational assessments and psychological testing materials with an 80 year history of commitment to researching and developing products to a reliable high standard. Pearson Assessment is dedicated to the pursuit of professional excellence, leadership, and growth through acquisition, development, publication, and the maintenance of quality assessment tools in order to anticipate and meet the needs of its customers.

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