Feb. 15, 2013

Sacramento State students lead anti-bullying campaign

Sacramento State’s chapter of the Public Relations Student Society of America (PRSSA) and the having Hope, Awareness, Respect and accomplishing it Together (Have HART) campaign will welcome Kevin Bracy to Sacramento State as a speaker for an anti-bullying event from 7-9 p.m. Friday, Feb. 22 in the University Union. The event is free and open to the public.

The event, titled “Kevin Bracy – Chasing Greatness,” will encourage students and the Sacramento area community to stand up and speak out against bullying. This is one of two events being held on Sacramento State’s campus as part of the Have HART student campaign against bullying.

“Putting on the HART campaign has been such a rewarding experience. Making a difference in children's lives and seeing the immense support from our peers and the media has given us motivation to work even harder,” says Caity Heim, Social Media Director of the campaign. The Have HART campaign was established in early February by five public relations students as a part of a PRSSA national competition. The campaign also includes a balloon release event titled “Hart Release” on Tuesday, Feb. 26, and an online anti-bullying pledge.

Kevin Bracy is a Sacramento-based motivational speaker, author and businessman who has presented at thousands of youth, corporate and athletic events. He also is executive producer of a motivational talk show and is a TV show host.

HART aims to make a positive change in communities and to raise awareness about the bullying epidemic plaguing youth and adults. For more information on the Have HART campaign, visit its website at www.thehartforce.com. For media assistance, contact Sacramento State’s Public Affairs office at (916) 278-6156.

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Sacramento State is making a difference in California’s Capital Region and beyond. We offer a life-changing opportunity for our 28,000 students, preparing them to be leaders in their professions and communities. Our
professors are known for their dedication to great teaching. And our location in the capital of the nation’s most populous state allows students to pursue unique internships and research.

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