



News Release

Seventeen Magazine And ABC Family Kick Off Pro-Social Movement To Delete Digital Drama

Multi-tiered Campaign Spans Broadcast, Print, Online, Mobile and Includes Live Rally Event

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BURBANK, CA — *Seventeen* magazine and ABC Family are launching its multi-tiered pro-social campaign to bring awareness to the youth issue of online bullying. Kicking off in print, on-air and online starting on Tuesday, July 5th, the *Delete Digital Drama* campaign will provide outreach through *Seventeen* magazine and ABC Family media assets, as well as through partnerships with Verizon, a global leader in delivering innovative communications and technology, and specialty retailer Charlotte Russe.

Delete Digital Drama will be the focus of *Seventeen* magazine's August issue, available on newsstands on July 5th. The issue includes a multi-page feature which includes personal stories from readers and ABC Family talent about their own experiences with bullying.

On air, ABC Family will begin airing an awareness announcement on July 5th that encourages Millennials to do their part in helping to put an end to digital drama. Enlisted are a broad array of stars from the network's hit series, including "The Secret Life of the American Teenager" and "Pretty Little Liars," and its new summer series "Switched at Birth," "The Nine Lives of Chloe King" and "The Lying Game." In the announcement, the actors speak to the issue, each wearing a t-shirt that spells out the word [delete].

Online, both ABCFamily.com and Seventeen.com have created web pages devoted to *Delete Digital Drama*, which include the awareness announcement; exclusive behind-the-scenes footage and photos of the awareness announcement and *Seventeen* photo shoot; and exclusive photos and video from the ABC Family original movie "Cyberbully." In addition, both portals will support the cause through social media tactics on Facebook and Twitter. Fans can show their support for the initiative by adding a Delete Digital Drama badge to their Facebook and Twitter profile photos. These "Twibbons" will be available on ABCFamily.com, Seventeen.com, Twibbon.com and Facebook.

In order to further encourage Millennials to take action, ABC Family and *Seventeen* magazine have joined forces to produce the “Rally to Delete Digital Drama,” a live event scheduled for Thursday, July 14th at 4:00PM PT at The Americana at Brand in Glendale, CA. The rally will include appearances by ABC Family talent including Shay Mitchell (“Pretty Little Liars”), Daren Kagasoff (“The Secret Life of the American Teenager”), Skyler Samuels (“The Nine Lives of Chloe King”), Grey Damon (“The Nine Lives of Chloe King”), Katie Leclerc (“Switched at Birth”), Vanessa Marano (“Switched at Birth”) and Emily Osment (“Cyberbully”); *Seventeen* magazine’s editor-in-chief Ann Shoket; and a surprise musical performance, as well as an autograph signing and premium giveaways.

Also playing a pivotal role in the campaign will be the ABC Family two-hour original movie, “Cyberbully,” starring Emily Osment (“Hannah Montana”), Kelly Rowan (“The OC”) and Kay Panabaker (“No Ordinary Family”), premiering on Sunday, July 17th at 8:00PM ET/PT. The network will debut a PSA during “Cyberbully” featuring its star, Emily Osment. In the public service announcement, Osment will direct viewers to StompoutBullying.org, providing a resource for viewers and readers to reach out for help, if necessary. For those who are in need of immediate help/assistance, they can go to the website or call the Stomp Out Bullying hotline at 855-790-HELP.

Also on July 5th, t-shirts with the word [delete] printed on them will be available at the mall-based retailer Charlotte Russe with 100% of the proceeds donated to the non-profit organization StompOutBullying.org. The t-shirts will be available online at CharlotteRusse.com and in 50 stores nationwide. Additionally, participants can enter the Delete Digital Drama Sweepstakes on the [Charlotte Russe Facebook](http://CharlotteRusseFacebook) page for a chance to win prizes. Prizes include [delete] t-shirts signed by ABC Family talent, *Seventeen* magazine gift bags and Charlotte Russe gift cards. Visit Facebook.com/CharlotteRusse for official rules and details.

Verizon has also joined the movement with a call-to-action text campaign. Beginning July 5th, Verizon Wireless customers can text “Delete” to 3332 to pledge their support to end digital drama. Through this pledge, teens can use their cell phones to spread digital drama awareness and become an active part of the movement to end online bullying. Verizon will premiere the *Delete Digital Drama* awareness announcement on FiOS TV, as well as the mobile company’s V CAST video on Demand.

Part of the Disney/ABC Television Group, ABC Family is distributed in over 98 million homes. ABC Family features programming reflecting today’s families, entertaining and connecting with adults through relevant stories about today’s relationships, all told with diversity, passion, humor and heart. ABC Family’s programming is a mix of network defining original series and original movies, quality acquired series and blockbuster theatricals. ABC Family is also the destination for annual Holiday events with “13 Nights of Halloween” and “25 Days of Christmas.” ABC Family. A New Kind of Family.

Seventeen (www.seventeen.com) is the best-selling monthly teen magazine, reaching more than 13 million readers every month. In each issue, *Seventeen* reports on the latest in fashion, beauty, health and entertainment, as well as information and advice on the complex real-life issues that young women face every day. Readers can interact with the brand on the digital front, with the *Seventeen* Ultimate Fashion Flipbook iPhone app as well as with the monthly edition of the magazine on the iPad. In addition to its U.S. flagship, *Seventeen* publishes 13 editions around the world. *Seventeen* is published by Hearst Magazines, one of the nation’s largest diversified communications companies. Once it completes its acquisition of Lagardère SCA’s 100 titles in 14 countries outside of France, Hearst Magazines will publish more than 300 editions around the world, including 20 U.S. titles. Hearst Magazines is a leading publisher of monthly magazines in the U.S. in terms of total circulation and reaches 88 million adults (Spring 2010 MRI).

For more information and artwork on ABC Family, go to www.abcfamilymedianet.com

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