



LOS ANGELES COUNTY SHERIFF ALEX VILLANUEVA PARTNERS WITH ROCKET RULES TO DELIVER AN IMPORTANT ANTI-BULLYING MESSAGE FOR KIDS

LOS ANGELES (May 24, 2021) – The Hero In You Foundation’s *Rocket Rules for Safety* program launched its latest collaborative video today featuring Los Angeles County Sheriff Alex Villanueva delivering an important anti-bullying message for children.

The three-minute video is hosted by Rocket, the child-friendly animated safety ambassador for the Rocket Rules program. Sheriff Villanueva and Rocket provide young viewers and families with actionable steps to identify and stop bullying.

The new Rocket Rules Anti-Bullying video featuring Sheriff Villanueva and Rocket can be viewed on the Los Angeles County Sheriff’s Department website (LASD.org) as well as the [Rocket Rules video library](#).

Sheriff Alex Villanueva said, “Some people think bullying is a harmless phase some kids go through, or it is a normal part of growing up. But that’s not true. Bullying has serious, harmful, and lasting consequences for victims, bullies, families, and communities. The act of bullying affects a school’s atmosphere in a negative way and disrupts others’ ability to learn. It depresses academic outcomes and affects the morale of students, teachers, and other staff alike, and it can cause long-term emotional and behavioral problems. I thank Rocket for helping me bring attention to this topic and for helping kids stay happy and healthy.”

“We are honored to have the opportunity to work with Sheriff Villanueva and the Los Angeles County Sheriff’s Department to help deliver an important message about how to stop bullying,” said The Hero In You Foundation founder, Bunni Benaron. “Providing resources that support the health and well-being of young children in our communities is our mission for Rocket Rules. As communities continue to open, and social activities increase, we cannot stress how critical it is to offer guidance, support and resources, especially to young children, to manage social and emotional issues – like bullying.”

Rocket’s videos are designed to be viewed and discussed in the classroom as well as in the home as part of a family discussion. Rocket’s Bullying video is offered in English and Spanish.

Rocket Rules is a FREE health and safety program for children ages 3-9 that addresses the need to educate this extremely vulnerable and often overlooked segment of our communities. This is a first-of-its-kind program which provides emergency preparedness, health, safety and social-emotional education and actionable tools to young children. If they are ever faced with an emergency, they are equipped to make informed and potentially life-saving decisions. The programs and materials are thoughtfully developed and delivered in an age-appropriate, calm way, that minimizes trauma, fear and anxiety. All information is vetted by law enforcement and experts in Homeland Security, emergency management, childhood psychology, education and entertainment, resulting in the most effective and age appropriate materials available on sensitive subjects such as earthquakes, floods, fires, public safety and social-emotional wellbeing.

For more information on the *Rocket Rules for Safety* program please visit: RocketRules.org.

ABOUT 'THE HERO IN YOU' FOUNDATION

'The Hero In You' foundation is a California non-profit 501(c)(3) organization founded in 2014. By creating Rocket Rules, the 'The Hero In You' foundation's mission is to save lives by empowering, educating, and inspiring children and families to take charge of their emergency preparedness. Providing accurate, vetted safety information for young audiences in a relatable, memorable way, Rocket Rules is a staple program for many schools, law enforcement, fire departments, public libraries, children's museums and community-based organizations across the nation. For more information visit www.rocketrules.org.

Media Contacts:

Steve Brener

The Hero In You Foundation/Rocket Rules

SteveB@BZAPR.com

(818) 398-8039

Sergeant Robert Boese

Los Angeles County Sheriff's Department

sibmedia24hrs@lasd.org

(213) 229-1700