

## **Press Release**

**Date: 29<sup>th</sup> January 07**

### **Jermaine Jackson Visits North Devon to Launch Anti- Bullying Campaign**

Jermaine Jackson is heading to North Devon to help his friend, Matt Fiddes, launch a nationwide anti -bullying campaign.

“Jermaine has just left the Celebrity Big Brother House, where as we all know, Shilpa Shetty was the subject of a lot of racial discrimination”, said Matt. “Jermaine is such a great guy who is very anti bullying, so it seems fitting that he is going to help me to launch a nationwide campaign”.

Part of Matt’s campaign, which is called NOBUL, and will be rolled out across schools in the UK, will be teaching children why bullying is bad and how by being nice to people gets you places. It is hoped that Jermaine will visit primary schools to spread the message, “I really believe that every child can achieve success if they really want to- I like to think that I am an example of that as I was bullied when I was at school,” said Matt. “We shall also be talking to children about the dangers of drugs and how to say no to peer pressure, and we can teach some basic self defence moves as well. We are planning to set up a visit to a primary school in London as the capital’s schools have the worst truancy record in the UK.”

Jermaine is due to arrive in North Devon on the evening of Sunday 4<sup>th</sup> February and on the Monday will be paying a visit to Ashleigh Primary School to talk to children there about adopting the right values throughout their lives. His brother, Tito, visited Matt and pupils of the Matt Fiddes Martial Arts School in Barnstaple recently, and inspired the children with a talk.

For more information, please ring Matt Fiddes headquarters on 01271-370555.