

Cartoon Network Joins Forces with Chuck E. Cheese's to Support the Seventh-Annual "Stop Bullying: Speak Up" Campaign

Thursday, October 6, 2016



Pro-social partnership spans on-air, digital and in-store to raise awareness and empower kids to take a stand through the annual pledge

As bullying continues to be a significant social issue impacting kids, **Cartoon Network**, a division of **Turner**, is partnering with **Chuck E. Cheese's** to support the annual award-winning initiative: **Stop Bullying: Speak Up**. Now in its seventh year, the multi-platform, pro-social campaign was created by Cartoon Network with experts in the field to raise awareness, build partnerships and empower young people to speak up against bullying safely and effectively. Kicking off today, the partnership runs throughout the month of October, coinciding with National Bullying Prevention Awareness Month.

Aligning with Chuck E. Cheese's "**Where a Kid Can Be a Kid**" brand messaging, which encourages creating a safe, positive environment and being a good friend, the partnership includes executions across Cartoon Network's linear, digital and social properties, as well as in-store activations at participating Chuck E. Cheese's nationwide. Beginning today on Cartoon Network and Boomerang, a custom co-branded video produced by Cartoon Network will inspire fans to visit ChuckE Cheese.com/StopBullying to take the **Stop Bullying: Speak Up Pledge**. The annual pledge was designed to unite and empower kids, while reinforcing the impact of taking action to address bullying.

After completing the pledge, kids will receive a special printable certificate to redeem exclusively at their local Chuck E. Cheese's for rewards. Complementing the in-store prizes, Chuck E. Cheese's locations will also join the pro-social campaign with in-store messages. Custom co-branded creative promoting the partnership will also run throughout select Cartoon Network mobile app games, while organic posts from the Stop Bullying: Speak Up Facebook page will further drive the conversation on social media.

"Stop Bullying: Speak Up continues to be an important platform for Cartoon Network that has led to tremendous progress in helping kids develop stronger friendships and providing parents and educators with the resources to advance this effort," said **Serge Masyra, senior vice president of Ignite Content Partnerships, Turner Emerging Consumers Group**. "Chuck E. Cheese's thoughtful, multi-platform partnership enables the brand to join the pro-social conversation in a meaningful way, while rewarding kids for taking the initiative to help prevent bullying."

"Chuck E. Cheese's prides itself on providing a safe, wholesome place for kids to have fun and simply be a kid," said **Michael Hartman, chief marketing officer of CEC Entertainment, Inc.** "As we partner with Cartoon Network on this year's Stop Bullying: Speak Up program, Chuck E. Cheese's is

in a unique position as a friendly place for fun where we can also deliver educational and empowering messages to help kids recognize and prevent bullying.”

To learn more about Cartoon Network’s annual Stop Bullying: Speak Up campaign, check out: CartoonNetwork.com/Stop-Bullying. To take this year’s pledge and learn more about the overall partnership with Chuck E. Cheese’s, please visit: ChuckE Cheese.com/StopBullying.

About Cartoon Network

[Cartoon Network](#) is Turner’s global entertainment brand offering the best in original animation for kids and families; and is known as an industry leader for putting its fans at the center of everything by applying creative thinking and innovation across multiple platforms. Seen in 192 countries and over 370 million homes with the original hit series *Adventure Time*, *The Powerpuff Girls*, *Steven Universe*, *We Bare Bears* and *The Amazing World of Gumball*, Cartoon Network also takes its responsibilities to its audience seriously by addressing those issues affecting families with the *Stop Bullying: Speak Up* campaign and by promoting education and creative development through its commitment to STEAM enterprises and an integral involvement in Computer Science for All, the White House initiative empowering young people to generate skills to thrive in our digital world.

Cartoon Network is part of [Turner](#), a Time Warner company that creates and programs branded news, entertainment, sports, animation and young adult multi-platform content for consumers around the world. Turner brands and businesses include CNN/U.S., HLN, CNN International and CNN.com, TBS, TNT, TCM, truTV, Cartoon Network, Boomerang, Adult Swim, Turner Sports, Bleacher Report, iStreamPlanet and ELEAGUE.

About CEC Entertainment, Inc.

For nearly 40 years, CEC Entertainment has served as the nationally recognized leader in family dining and entertainment and the place Where A Kid Can Be A Kid®. Chuck E. Cheese’s goal is to create positive, lifelong memories for families through fun, food, and play. It is also the place where more than a million happy birthdays are celebrated every year. Each Chuck E. Cheese’s features musical entertainment, games, rides, and play areas for kids of all ages, as well as a variety of freshly prepared dining options. Committed to providing a fun, safe environment, Chuck E. Cheese’s helps protect families through industry-leading programs such as Kid Check®. As a strong advocate for its local communities and childhood education, Chuck E. Cheese’s has donated more than \$14 million to schools through its fundraising programs. Additionally, Chuck E. Cheese’s supports its national charity partner, Big Brothers Big Sisters, through nationwide fundraisers and donation drives. The Company and its franchisees operate a system of 598 Chuck E. Cheese’s and 144 Peter Piper Pizza stores, with locations in 47 states and 11 foreign countries and territories. For more information, visit chuckecheese.com and peterpiperpizza.com or connect with us on social media:

Facebook: [Chuck E. Cheese's](#) + [Peter Piper Pizza](#)

Twitter: [Chuck E. Cheese's](#) + [Peter Piper Pizza](#)

YouTube: [Chuck E. Cheese's](#) + [Peter Piper Pizza](#)

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