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EMEA

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LATIN AMERICA



Don't Hate..Animate!

Let's face it...being a kid is tough. All the pressure. Is your homework done? Did you wash your hands? What to wear? And social media...ugh! And then there is the bullying...Not Cool.

Almost everyone knows someone impacted by bullying in some way. Bullying...Has To Stop! So, at Cartoon Network Studios in Burbank, employees from all different departments voluntarily came together to change that Toon. Hence..."Animation Jam"! It's hard not to see the brilliance of using "Animation" to launch such anoble campaign:

animate – (verb) to give life to, make alive

As part of their We Speak Up anti-bullying campaign, this brand-new initiative was brought to life by 12 committee members at Cartoon Network Studios. They were joined by 20 volunteer teams of employees including top notch animators from hit series like The PowerPuff Girls, Clarence, Ben10 and Steven Universe.

Using real-life experiences, the teams want to empower young people to SPEAK UP against bullying safely and effectively by creating original animated "shorts" around anti-bullying messages. The shorts will feature original Cartoon Network characters modeling positive behavior. And kids listen to characters more than their parents! Am I right, or am I right?

Together CN Studios staff learned about their struggles with bullying, shared their stories of adversity and triumph, and got a hands-on experience in the process of animation. Learning. Sharing. Creating. Cartoon Network Studios employees are trying to make a difference. With 4 storyboards ready for production and 16 more coming soon (one even has a song), the Cartoon Network Studios team seems poised to take the fight to bullying.

