

Target Audience: Parents/carers

Key message: Don't bully.

Format: Camp

The Con Cen Tration Summer Camp

Idea

Parents or carers will enrol their bully children to attend the camp. They will be taken from their homes on the day of the camp, using force if needed.

At the camp they will be subject to many fun activities, like waterboarding, the racks, whips, crucifixion, and more!

At each activity the message, *don't bully*, will be instilled in their minds forevermore.

As a souvenir, the words *don't bully* will be branded onto their livers and tongue.

Your child's crucifix will be mailed to you and should be received after 5-10 business days.