



Press Release

February 3rd 2010

Anti Bullying Ad gets green light

A challenging tv ad which draws attention to the plight of bullied children has been cleared for broadcast. Clearcast, the organisation which makes sure ads don't mislead or offend took the decision after the Beat Bullying charity sent in their ad for consideration.

In October, the script proposed images which were considered too brutal for TV. After reviewing the finished ad, Clearcast is pleased to give the ad the green light for broadcast after the nine o'clock watershed.

Clearcast's Alice Shelley said: "We know bullying is a really important issue and TV ads are an excellent way of making people more aware of the problem. We're pleased this thought-provoking ad can now be seen by a much wider audience."

Notes to editors

Clearcast is the company responsible for the pre-transmission examination and clearance of television advertisements. As part of their licensing agreements with Ofcom, broadcasters are required to clear advertising before it is broadcast and advertisements transmitted on UK terrestrial and satellite channels should be submitted to Clearcast for approval. Clearcast is owned and funded by seven commercial broadcasters all of whom are represented on Clearcast's board. Other broadcasters using Clearcast for clearance pay individually for Clearcast's services.

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