

MAKE A CHANGE[®]

Pressrelease - Make a Change Initiates European campaign together with several famous airsoft players.

Make a Change Has on August 30th, 2019 started a collaboration with some of the biggest airsoft players in Europe. The projects goal is to influence hundreds of thousands of players across Europe to take a stand against bullying.

Make a Change aims to raise the level of knowledge about bullying in areas such as schools, online and workplaces among supervisors and employees. This means that Make a Change focuses on prevention, awareness training and concrete tools where victims can get help.

"The Airsoft sport has hundreds of thousands of active players worldwide. Through cooperation with famous players across Europe, we want to disseminate awareness and attention to bullying. We want to educate children, young people and adults about how and where it happens, and of course how and what we can all do to prevent bullying, "says Christian Holmqvist's ambassador for Make a Change within the airsoft community."

"Make a Change is extremely pleased that so many major influential players in the sport have chosen to engage in our work during 2019. Together we now have the opportunity to drive engagement and increase knowledge about this major problem, " says Christian Nordenström, founder of Make a Change.

"We want to ensure that no one in the sport or outside should have to experience bullying and alienation. We strive for zero tolerance within the sport. The sport we love and devote a lot of hours to should be a safe place for everyone around the world. We have therefore together with some of the biggest airsoft enthusiasts in the world manufactured a patch that we hope will pay attention to the issue and make people think more about the importance of working against bullying both in and outside of the sport! Together we can make a difference and help each other! We will proudly wear this patch at every airsoft game, as a sign that we all are behind zero tolerance against bullying. " Continues Christian Holmqvist.

The patch will initially be able to be purchased via the Airsoft distributor Red Star (<http://www.rodastjarnan.com/>). All money goes directly to the work against bullying.

"We at Make a Change are very excited and look forward to the project", concludes Christian Nordenström.

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Short info about Make a Change

Make a Change is a non-profit association made up of a number of people who volunteer together with fantastic ambassadors, partners and enthusiasts actively working towards bullying occurring online, in schools, in associations and workplaces . The association was founded 2015 by Christian Nordenström and he has through personal experience a strong commitment and works with great enthusiasm to increase everyone's involvement in counteracting bullying. The target group is children, adolescents and adults. By being a platform for joint forces that work against bullying, we act online, in schools, in society and in workplaces.

