

#KOBullying Campaign



What is the #KOBullying Campaign?

The #KOBullying campaign is a worldwide digital campaign created by the WBC Cares Program seeking to reduce instances of bullying in the community through the principles and values of boxing. The campaign also seeks to empower victims of bullying by showing them what boxing is about: Sportsmanship, diversity and respect.

The meaning behind #KOBullying?

In contrast with many beliefs about boxing, it is a sport that promotes discipline, self-control, confidence and a sense of belonging. Raising your arms in boxing is an action that symbolizes victory and that's our aim against bullying.

Why participate in #KOBullying?

Bullying is a huge social issue for our youth and the boxing community has united against its practice. Punches should only be thrown in the ring with the right .

The World Boxing Council has spread awareness against bullying through talks and visits to schools, gym's and boxing events.

“Boxing is a kind of magic.
It gives discipline to the wild.
Strength to the weak.
Confidence to the shy.”
- Wladimir Klitschko

1. Snap yourself!

Raise your arms, just like a boxers do when they come victorious!
The more creative your photo, the better!
You can make a **#KOBullying** photo with your friends.

2. Post!

Post your photo on your social media with the hashtag **#KOBullying**

Don't forget to use the hashtag.

3. Spread the word!

Spread the word to all your friends
Join the global conversation and invite your friends and network to participate.

