

Andy and the Odd Socks **Rallying Call for Children Nationwide** To Come Together For **Odd Socks Day 2020**

"UNITED AGAINST BULLYING"

+ **The Kids are United**, Charity Single released for Odd Socks Day, out 2nd November 2020



56%

of primary schools (that's over 5 million children) in the UK took part in Odd Socks Day 2019 which marks the start of Anti-Bullying Week
Andy and the Odd Socks and the Anti-Bullying Alliance issue rallying call to ask ALL primary schools to unite against bullying by taking part in this year's Odd Socks Day on Monday 16th November.

This year has been challenging for us all, but more than ever, we've witnessed the positive power that society can have when we come together to tackle a common challenge. That's why the theme for Anti-Bullying Week is announced as 'UNITED AGAINST BULLYING'. Children and schools have told us that Odd Socks Day has never been more needed. With all of the nation's children trying to return to a 'new normal' after a long period of isolation, it has never been more vital to come together and support each other to unite against bullying.

Since 2017, the Anti-Bullying Alliance and Andy Day (CBeebies / CBBC), and his band Andy and the Odd Socks, have held Odd Socks Day, a day for children to come together to celebrate what makes us all unique, to be kind and accepting of each other's differences and most importantly to be themselves. Odd Socks Day marks the start of Anti-Bullying week, run by the Anti-Bullying Alliance of which Andy and the band are patrons. Anti-Bullying Week will launch with #OddSocksDay on Monday 16th November in schools across the country. There is no pressure on the children to wear the latest fashion or for parents to buy expensive costumes. All they have to do to take part is wear odd socks to school on November 16th, it couldn't be simpler!

The Anti-Bullying Alliance and Andy and the Odd Socks worked with young people to develop the message of unity for this year's Anti-Bullying Week. The primary school pupils we talked to were loud and clear. They wanted to feel:

- Together – to feel part of a community that stands up for the right things.
- Powerful – to work together to make sure that no child ever has to experience bullying again.
- Empowered – to know that we all have a part to play in addressing bullying, no matter who you are or where you're from – you can make a difference to someone's life.



Martha Evans, Director, Anti-Bullying Alliance: "We believe that by channelling our collective power, through shared efforts and shared ambitions, we can reduce bullying together. We all have a part to play in tackling bullying and we are so excited to have Andy and the Odd Socks on board once again to help inspire children, parents and schools to bring about positive change and a world free of bullying."

The song!

In support of Anti-Bullying week, Patrons Andy and the Odd Socks are releasing a brilliant cover version of the Sham 69 classic, The Kids Are United – a true youth anthem with a rousing message of togetherness – will be available from November 2nd. The Odd Sock's version features lyrics inspired by video calls the band and the Anti Bullying Alliance had with school children from all over the country earlier this summer. All UK profits from the official charity song are being donated to the Anti-Bullying Alliance to enable them to continue their important work.

Check out the teaser to The Kids Are United by Andy and the Odd Socks – click [HERE](#)

Andy Day: "Kids are more aware than society sometimes gives them credit for and hearing them talk about embracing difference, inclusivity and showing compassion for others was truly inspiring. Learning how some children were nervous about going back to school, we realised #OddSocksDay is more important than ever this year as no one should experience bullying. Last year over half the schools in the country took part in Odd Socks Day - that's over 5 million children! This year we would love to have ALL children taking part and hope even more schools will help us with this simple awareness raiser and join in the fun!"



ARE YOU READY TO JOIN ODD SOCKS DAY THIS ANTI-BULLYING WEEK ON MONDAY 16TH NOVEMBER AND SHOW THE COUNTRY HOW WE CAN BE UNITED AGAINST BULLYING?

Information for Editors:

Materials:

School pack – click [HERE](#)

Workplace pack – click [HERE](#)

For more information on Andy and the Odd Socks contact:

 Sami Westwood
 samiwestwood@feref.com
 07585 302 647

Andy and the Odd Socks imagery – click [HERE](#)

Anti-Bullying Alliance imagery – click [HERE](#)

For more information on the Anti-Bullying Alliance contact:

 Richard Newson
 media@ncb.org.uk
 07721 097 033

About the Anti-Bullying Alliance

We are a unique coalition of organisations and individuals, working together to achieve our vision to: stop bullying and create safer environments in which children and young people can live, grow, play and learn. We welcome membership from any organisation or individual that supports this vision and support a free network of thousands of schools and colleges.

The Anti-Bullying Alliance has three main areas of work:

- Supporting learning and sharing best practice through membership;
- Raising awareness of bullying through Anti-Bullying Week and other coordinated, shared campaigns;
- Delivering programme work at a national and local level to help stop bullying and bring lasting change to children's lives;

We provide expertise in relation to all forms of bullying between children and young people. The Anti-Bullying Alliance was established by the NSPCC and the National Children's Bureau in 2002 and is hosted by the National Children's Bureau.

For more information visit www.anti-bullyingalliance.org.uk

About Andy and the Odd Socks

Andy and the Odd Socks are, without a doubt, the greatest sock n' roll band in the world and feature in the hit TV Show 'Andy and The Band', which launched in February.

Their second album 'Who's in the Odd Socks?' was released in May 2020 via Magic Star, the home of children's and family entertainment at Sony Music UK.

Andy and the Odd Socks have been supporting and entertaining the nation's children throughout the pandemic and launched one of the first virtual live shows, streamed via Facebook. They have sent over 1,000 personalised birthday messages to fans who have had to cancel their parties and launched a free 'Odd Socks Summer Camp' on their website to help entertain kids during the Summer holidays.

'Andy and the Band, Live at Home' CBBC music special was made to help lift children's spirits across the nation and featured messages of support from a number of celebrities including Alesha Dixon, Olly Murs, Anne Marie and Raheem Stirling.

For more information visit www.andyandtheoddsocks.com

