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Stop them with Block'em - The World's 1st Anti-bullying App

A call to catch up with friends, a cheeky text with the latest goss' and a quick nose on Facebook – all available 24/7 at the click of your mobile phone. But what about if the constant contact turns sour and you suddenly feel like there's no escape? If you're receiving hurtful calls or mean messages, there's now a way to take matters into your own hands, with the easy to use Block'em App.

Available from the Android App store for only £1.79, with 70% of profits from every purchase going direct to NSPCC, the Block'em App puts you back in control by blocking out that person's number so you don't have to receive unwanted calls or texts without the hassle of having to change your number. The person doesn't know they have been blocked, giving you have the upper hand without the confrontation, and don't worry if you later make up, you can easily unblock them.

Helen Perry, founder of Block'em comments, "Block'em will not stop the playground bullies, but it will stop them from coming back home with you. Block'em gives young people the control and confidence to put a stop to bullying via mobile phones in a non-confrontational way.

"We all know how hard it is to ignore a text, even when you know its not going to be nice, but Block'em simply removes the temptation by stopping unwanted calls and texts. The Block'em App is about empowering young people who are feeling harassed but we'd still urge youngsters to talk to an adult if they're being bullied in any way."

Peter Liver, Director of ChildLine Services added "Bullying is a huge issue for children and young people and it's fantastic money raised from Block'em will help

support ChildLine , the free, confidential service dedicated to supporting children and young people in the UK whenever and wherever they need it.”

For more information about how to stop them with Block'em visit www.blockem.co.uk

If you are being bullied you can contact ChildLine, either online www.childline.org.uk or by phone 0800 1111.

If you are concerned about the welfare of a child please call the NSPCC HelpLine on 0808 800 5000 or text on 88858 or email help@nspcc.org.uk

ENDS

NOTES TO EDITORS

- The Block'em App is currently available on Android only for £1.79
- 70% of profit from every purchase will go directly to NSPCC/ChildLine
- Block'em was developed by friends, Helen Perry and Stephen Anderson, following a conversation they had regarding harassing phone calls that Helen had been receiving. They felt that if adults could be upset by this then wondered what effect it must have on young people
- For more information visit Block'em visit www.blockem.co.uk