



# The Misfit Sock Movement

Celebrating Differences and Taking a Stand Against Bullying

[www.misfituniversity.com](http://www.misfituniversity.com)



## The Movement/Partnerships

- \* In a world where everyone is trying to just fit in, the Misfit Sock Movement asks individuals to stand out, be MISFIT STRONG, and celebrate what makes them different and take a stand against bullying by wearing misfit socks.
- \* The "misfit sock" represents anyone who has been cast aside, labeled, marginalized for whatever reason.
- \* Harnessing the power of community, we are forming partnerships with local towns, schools and recreation departments to spread this message and invite their organization, participants, students, players and fans to participate in this misfit sock movement.

# Goals of the Movement

- \* To be a catalyst for conversation around the importance of being different.
- \* Make “misfit socks” synonymous with anti-bullying and personal empowerment in forums of public impact.
- \* Empowering our youth and raising awareness about bullying.
- \* Build community while inspiring confidence, courage and action.
- \* Promote anti-bullying projects/curriculum @ [Misfit University.com](http://MisfitUniversity.com)



# How To Get Involved

- \* **Get your team, camp, recreation dept. or organization involved in the Movement.**
- \* **Tell your team/players/participants to wear “misfit socks” during a scheduled day/event/game.**
- \* **Ask your teachers, coaches, mentors to do the same.**
- \* **Sporting misfit socks is a fun photo opportunity.**
- \* **Drawn attention to movement in your local paper/newsletter or with info tables.**
- \* **Work with us to spread this fun message on social media and through PR channels.**

# Additional Opportunities

- \* Give away “Misfit Strong” pins to the first X amount of fans.
- \* Use “The Misfit Sock Storybook/Gift Set” to raise money for a local anti-bullying/youth empowerment organizations. \$10.00 from each gift set sold goes to the organization.
- \* Sponsor a Contest.

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[www.themisfitsock.com](http://www.themisfitsock.com)



