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**SHERMAN RELEASES TEN REASONS TO BE A BULLDOG AND NOT A BULLY FOR PARENTS WITH CHILDREN RETURNING TO SCHOOL**

*After the Successful Launch of His Book, "GET FIXED. Relationships According to Sherman", Sherman Strives to Help Parents Become a Part of the Solution to Solve the Bullying Epidemic Plaguing Social Media and Schools Across the Nation*

PHILADELPHIA, Pa., August 23, 2011 – Sherman, author of the well-received book "GET FIXED. Relationships According to Sherman", is proud to announce the release of his back-to-school campaign "Be a Bulldog. Not a Bully." Sherman is determined to help parents better understand how to monitor and resolve bullying issues that many students will face when returning to school this fall. Available at [www.AccordingToSherman.com](http://www.AccordingToSherman.com), two free downloadable documents provide information to parents on how they may be able to help their children deal with bullying or prevent them from becoming a bully at school or online.

"I may be a bulldog, but I'm no bully. These documents are designed to help parents identify possible signs that may be related to bullying and to help them communicate and help mitigate, together, the bullying epidemic," says Sherman through his media rep.

The key points that Sherman highlights in these documents include paying attention, engaging in positive reinforcement, and even ensuring that the bully does not live within the child's home. Sherman also explains that by children becoming a B.U.L.L.D.O.G. – Brave, Understanding, Loyal, Likeable, Different, Open-minded, and Good-hearted – they can strengthen relationships and increase confidence, inevitably leading to a decrease in bullying.

"Parents may feel they don't want to challenge their child's ability to fend for themselves or they simply may not know how to respond to bullying. Further, a child may feel ashamed to admit being shunned or unaccepted by others," says Michael Knep, a Washington, D.C.-based psychologist. "Bullying is indeed an epidemic that parents and schools need to address. It was rewarding to help Sherman develop these documents as their contemporary tone may touch a broader audience than traditional bullying messages."

"To be a bulldog means to be confident in yourself, to be proud of what makes you unique, and to be respectful to those around you," says Sherman. "To be a bully is to be the total opposite. Striking fear and intimidating fellow comrades is a sign of weakness, not honor. Join me in spreading the good word – Be a bulldog. Not a bully."

“Be a Bulldog. Not a Bully.” is now available as free downloads at [www.AccordingToSherman.com](http://www.AccordingToSherman.com). For additional information on Sherman, please visit [www.AccordingToSherman.com](http://www.AccordingToSherman.com), follow him at [www.Twitter.com/ShermanLife](http://www.Twitter.com/ShermanLife), or become a fan at [www.Facebook.com/AccordingToSherman](http://www.Facebook.com/AccordingToSherman).

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**About “GET FIXED. Relationships According to Sherman”**

As an English bulldog rescue and native Philadelphian, Sherman’s debut book “GET FIXED. Relationships According to Sherman” (“GET FIXED”) offers a glimpse into a dog’s no-nonsense perspective on living life, loving oneself, and interacting more effectively. Through 25 simple, easy-to-digest observations on human behavior, the 84-page soft-cover book unveils the uncomplicated treats and tricks to finding happiness and maybe even that special someone. Presented as a variety show rather than a typical self-help book, “GET FIXED” mixes the use of black and white photography, illustrations, and a direct communicative style of “dog-speak” that provides an insightful perspective on how to fix relationship woes. The book’s photography was shot throughout Philadelphia, Sherman’s hometown, including landmark destinations and some of Sherman’s favorite spots such as Rittenhouse Park, the steps of the Philadelphia Museum of Art, Hotel Palomar Philadelphia, and the Rocky statue. For additional updates on Sherman and his debut book, please visit [www.AccordingToSherman.com](http://www.AccordingToSherman.com).