

AMENDED IN ASSEMBLY FEBRUARY 11, 2010

CALIFORNIA LEGISLATURE—2009—10 REGULAR SESSION

Assembly Concurrent Resolution

No. 112

Introduced by Assembly Members Portantino and Smyth
(Coauthors: Assembly Members Jones and Solorio)

January 27, 2010

Assembly Concurrent Resolution No. 112—Relative to Cuss Free Week.

LEGISLATIVE COUNSEL’S DIGEST

ACR 112, as amended, Portantino. Cuss Free Week.

This measure would designate the first week of March of each year as Cuss Free Week.

Fiscal committee: no.

1 WHEREAS, On June 1, 2007, then 14-year old McKay Hatch
2 founded the No Cussing Club at his South Pasadena junior high
3 school after noticing many of his peers were using cusswords and
4 foul language that created an environment of rudeness and
5 disharmony towards others on his campus. McKay reasoned that
6 if pupils could say no to cussing, it would be easier to stay away
7 from drugs, violence, and pornography and turn their focus to
8 positive aspirations and goals. “Leave people better than you found
9 them” became the No Cussing Club’s active motto; and
10 WHEREAS, Upon founding the No Cussing Club, 50 pupils
11 immediately joined and membership rapidly spread to other
12 schools, communities, states, and countries. By 2009, the No
13 Cussing Challenge had grown to 100 clubs in schools and churches
14 worldwide, with 35,000 online members in 50 states and the

1 countries of Argentina, Australia, Austria, Canada, China, France,
2 Germany, India, Indonesia, Italy, Israel, Japan, Mexico, New
3 Zealand, Nigeria, Philippines, Spain, Saudi Arabia, Scotland, South
4 Korea, and the United Kingdom. Its Internet Web site receives
5 thousands of hits per day with hundreds of parents, teens, and
6 children taking the No Cussing Challenge online; and

7 WHEREAS, While South Pasadena is not the first community
8 to confront a tradition of rude language, for example, in 2009 Saint
9 Charles, a suburb of Saint Louis, Missouri proposed a ban on
10 swearing in bars, and in 2008, hip-hop mogul Russell Simmons
11 called for an industrywide ban on racially and sexually charged
12 epithets, the No Cussing Club created a process to help convert
13 foul language to charitable actions that would raise our spirits in
14 times of economic uncertainty and frustration; and

15 WHEREAS, Cusswords and aggressive language are used by
16 bullies to intimidate their victims. To counter this, the No Cussing
17 Club offers a ~~curriculum for schools~~ *workbook* that can be
18 downloaded from their Internet Web site and used to assist teachers
19 and pupils to combat bullying and cyber bullying; and

20 WHEREAS, The No Cussing Challenge encourages members
21 of offices, homes, and schools to place money in a jar with a
22 custom-made label available from their Internet Web site,
23 www.nocussing.com, when foul language is used and donate
24 collected funds to charity. This practice not only helps raise
25 awareness of our wide use of negative language and how it affects
26 our spirits, but inspires redeemable actions that benefit charities
27 and nonprofit social programs; and

28 WHEREAS, The No Cussing Club has been endorsed by
29 government officials at all levels with some creating cuss-free
30 zones in their jurisdictions. Promoting the notion that words are
31 powerful tools that express how we feel about ourselves and the
32 world we live in, the No Cussing Challenge is a reminder that our
33 ability to uplift, encourage, and motivate others and improve our
34 community starts with the words we use and actions we take; and

35 WHEREAS, The California Legislature invites the people of
36 this state to take the No Cussing Challenge each year during the
37 first week of March to improve our relationships, to set a tone of
38 harmony and connectedness in our communities, and to inspire
39 ourselves to higher endeavors; now, therefore, be it

1 *Resolved by the Assembly of the State of California, the Senate*
2 *thereof concurring, That the Legislature designate the first week*
3 *of March of each year as Cuss Free Week; and be it further*
4 *Resolved, That the Chief Clerk of the Assembly prepare copies*
5 *of this resolution for ~~appropriate distribution~~ distribution to the*
6 *California congressional delegation and others as appropriate..*

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