

PRESS RELEASE

(School Owner Instructions: Customize and distribute this press release to your local media. Text within these brackets < > are either directions or text to be customized for your school and community. Duplicate and distribute this press release to the families of your students, local community groups, schools, businesses, and other groups of value. Leave some copies near your front desk, so you may distribute them to visitors and prospects. Your Release should be limited to 1 page (2 at the VERY most), 1.5 spaced, and end with "###" - DELETE This Line and Above.)

FOR IMMEDIATE RELEASE

For more information, please contact:

<YOUR NAME>

<YOUR PHONE NUMBER>

Community Date Rape and Sexual Abuse Initiative Spearheaded by Local Martial Arts School

<<CITY, STATE, MONTH, DATE, YEAR>>

<YOUR CITY, STATE> – <YOUR FIRST AND LAST NAME>, owner of <YOUR SCHOOL'S FULL NAME>, announced that the school has joined with <NAME OF YOUR LOCAL DATE RAPE/SEXUAL ABUSE HOTLINE OR WOMEN'S CRISIS CENTER> to conduct FREE programs and distribute materials to educate the public about date rape and other important sexual abuse issues.

"Date rape and all types of sexual abuse continue to be a growing problem in many communities," said <YOUR LAST NAME>. "My school is lending its support to fight date rape through this awareness campaign and an emphasis on self-defense and physical fitness for girls, teens and women. Having the skills to defend yourself are the best proactive tools any woman—or man—can learn to reduce the likelihood of being a victim."

According to <YOUR LAST NAME>, more than 300,000 women in the U.S. reported being raped in the previous 12 months in a recent study. An often-surprising statistics is that 76% of sexually assaulted women were attacked by a current or former husband, cohabitating partner, friend or date. Strangers committed only 18% of the assaults. Since 1 in 11 adolescents reports being a victim of physical dating abuse, training and awareness are even more important for them, so they are educated about this issue at an early age.

<OPTIONAL PARAGRAPH: statement and/or comments from the director/leader of local sexual abuse hotline, women's center or similar local organizations. You may also want to ask for local law enforcement to also provide a quote focused on this issue.>

“Self-defense training is one of the core traditions of our school’s curriculum, helping women to develop their physical and mental conditioning to remain in control and confident, whenever that training may need to be used,” said <YOUR LAST NAME>. “Students also learn awareness skills, so they’re able to analyze situations, environments and individuals to reduce the opportunities for attacks, while increasing the number of escapes or optional methods of self-defense.”

<PARAGRAPH, Details of the event, etc>

The National Association of Professional Martial Artists (NAPMA) created and distributed the flyer for use by its members in 22 countries. The association is the largest in the world for the martial arts profession and regularly provides its members with similar material to help them support and improve the safety and security of their local communities.

As a member of NAPMA, <YOUR SCHOOL NAME> strives for the highest standards of age-appropriate curriculum, leadership training, child safety and security, business integrity and professional ethics.

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