

SAMPLE PRESS RELEASE TO SEND TO LOCAL MEDIA & ORGANIZATIONS

For Immediate Release:

Contact: SCHOOL
Phone: XXXX
E-mail: XXXX

ax: XXXX

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Teenagers and Sexual Activity

**XXX brings nationally-renown expert and author
to _____ School on _____ (Date).**

With sexual misconduct cases being seen across our country, the _____ school district is committed to being proactive with providing our students the skills and knowledge for making the safest choices for themselves and their peers.

Imagine if you had the power to stop one student from being sexually assaulted or harassed this year. Each of us does. On _____ at _____ PM, _____ School is bringing the critically-acclaimed program titled “***SAFER Choices: A Candid Look at Dating, Communication, Respect, & Sexual Assault***” to our students. **[If you are hosting Mike Domitrz’s “Let’s Talk” assembly, place the name of that assembly in this portion of the press release].**

In this hard-hitting and interactive program, all genders will discover the power of “Asking First” in consent; how to intervene when alcohol and sexual pressures are combined together at parties and friends’ houses; and how to support survivors of sexual assault (friends and peers).

The results from The Center for Respect’s “SAFER Choices” presentations are remarkable. After the presentation, students share that more than twice as many of them would slow down and talk in detail with a partner before in engaging in intimacy; not be intimate with a partner who has been drinking; will wait till they are the appropriate age to engage in such behavior; and will intervene when someone is trying to hook-up with someone who has been drinking. Plus, students say the amount of sexual activity would greatly decrease based on using these simple tools in their lives. Survivors in the audience have stated, “***I wish someone had told me this because I never thought I had a choice!***”



P.O. Box 269
Mukwonago, WI 53149-0269

You may have seen Mike quoted in major publications such as The Wall Street Journal or seen him as a featured expert on Dateline NBC's "My Kid Would Never Do That" series.

To learn more about The Center for Respect's upcoming presentation of the "**SAFER Choices**" program, call _____ (person) with the XXX (school name) at (555) 555-5555. If you would like to interview Mike Domitz, he is always happy to accommodate the Media and News at (800) 329-9390. To inquire about taking a photo or any video shots at the school on _____ (DATE), contact SCHOOL CONTACT NAME at XXX School. You can learn a great deal about Mike at www.CenterForRespect.com (including visiting his online "Media & News Room").

(End)

RELEASE #2 for PARENT PROGRAM (local media)

For Immediate Release:

Contact: SCHOOL
Phone: XXXX
E-mail: XXXX
Fax: XXXX

The Predator In Your Living Room

XXX brings nationally-renown expert to address the greatest sexual danger your child will be exposed to – their date or hook-up.

Much is being discussed on the dangers of sexual predators online, but what about the predator WITH YOUR DAUGHTER OR SON RIGHT NOW? The average teenage partner makes his or her “move” *without* consent, which places your pre-teen or teenager in a very uncomfortable and potentially dangerous situation. This kind of behavior can happen under your own roof – in your living room or your basement – and certainly outside the home (even online or via their phones). How can you protect your teenager from being pressured into sexual activity he or she doesn’t want (or isn’t ready for)? What about being coerced into sending nudges? How can a parent raise a son or daughter to be respectful of dates and to ask permission before attempting to kiss a person or take a physical relationship further?

On _____ (fill in the date), XXX will be bringing the Founder of The Center for Respect, Mike Domitrz, to share his talk titled “**SAFER Choices for my Child in a Sexualized World**” with our community. You may have seen Mike quoted in a major publication such as The Wall Street Journal or seen him as a featured expert on Dateline NBC’s “My Kid Would Never Do That” series. He is one of the most sought-out experts, authors, and speakers on the keys to safer dating, respecting boundaries, communication, porn, sexting and sexual assault. Known for their interactive, humorous, and hard-hitting approach with audiences, The Center for Respect inspires students, parents, and educators by providing simple solutions.

To learn more about The Center for Respect’s upcoming presentation of the “SAFER Choices” program or the “**SAFER Choices for my Child in a Sexualized World**” program, call _____ (person) with the XXX (school name) at (555) 555-5555. If you would like to interview Mike Domitrz, he is always happy to accommodate the Media and News at (800) 329-9390. To inquire about taking a photo or any video shots at the school on _____ (DATE), contact SCHOOL CONTACT NAME at XXX School. You can learn a great deal about Mike at www.CenterForRespect.com (including visiting his online “Media & News Room”).

(End)

SAMPLE PUBLIC SERVICE ANNOUNCEMENT FOR LOCAL RADIO***PROMOTING THE PROGRAM TITLED:*****“SAFER Choices for my Child in a Sexualized World”**

When it comes to dating and intimacy, do your kids think you are OLD and that you can't relate to them? Do you find it difficult getting your teenagers to fully comprehend the dangers of dating and "hooking up"? Do students actually "ask first" before kissing or engaging in more intimate sexual behaviors? Do you notice how students struggle to stick to dating standards? While almost all students will tell you "rape is bad," do they comprehend what healthy dating is?

With all the recent media attention on sexual assault cases involving high profile celebrities and athletes COMBINED with the sexual exploitations of celebrities, students are constantly getting confusing and contradicting messages from society. Plus, they are being exposed to images and videos via the Internet and their phones that scare parents. The **“SAFER Choices for my Child in a Sexualized World”** program makes the entire issue much more simple and easy to understand for both parents and their kids. Hear first-hand the keys to engaging your pre-teens and teenagers on these difficult subjects. Find out the one sentence parents continually say to their kids – that shuts kids down and even prevents their child from coming forward after being assaulted. Come out to the **“SAFER Choices for my Child in a Sexualized World”** program on _____ (fill in the event information) and experience it for yourself.

“SAFER Choices for my Child in a Sexualized World” is hosted by Mike Domitrz, critically-acclaimed author of the book *“Can I Kiss You?”*, a nationally-renowned speaker, and Founder of The Center for Respect. He takes teenagers and parents on a fun, thought-provoking, and hard-hitting journey filled with solutions and real-life skills. This 1 hour program will inspire you to make lifelong changes!! Be there at _____ on _____.

For more information, call XXX and 111-111-1111.