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PRESS RELEASE

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S/HE Praises FOX 4 Coverage of Free Sexual Assault Training Program

Secure/ Higher Ed LLC (S/HE) thanks KDFW FOX 4 Dallas-Fort Worth for its pre-event coverage of the free predator protection program (P³™) training that took place yesterday at the White Rock YMCA.

On Thursday, FOX 4 reported on the molestation of a young girl at a public library. To avoid the Werther Effect,¹ FOX 4 intelligently added to its coverage a segment on how parents can protect their children against predators featuring tips for parents from S/HE's P³ program. FOX 4 also informed viewers about the free P³ training taking place this Sunday.

As a result, the P³ training was over capacity,² and many children and their parents were trained who would not have otherwise known about the program. Girls and their parents all said they learned valuable self-defense techniques and age-appropriate information about protecting themselves from predators.

Surveys after the P³ training confirmed that EVERYONE who attended committed to change their behavior in ways that would keep themselves, their daughters, and their friends safer, that EVERYONE attending the training would recommend it to others, and that EVERYONE said their daughters had fun at the training.

FOX 4 initiated the coverage of the S/HE P³ training: FOX 4 reached out to S/HE, not the other way around. FOX 4's responsible and thorough news coverage is why FOX 4 has won the Edward R. Murrow, Katie, and AP Awards for Best Newscast and Best Anchor Team. Thank you FOX 4!

Secure/ Higher Ed LLC began the P³ training program because according to a state-wide survey, 43.8% of Texas women are sexually assaulted. So many girls full of promise and excitement go off to college or on that first date or are left with a baby sitter and come back destroyed and distraught and no one knows why (less than 10% tell their parents of abuse). They drop out, suffer from depression and disease, stop caring, and are 13 times more likely to attempt suicide. The professionals at S/HE have dealt with this aftermath far too long, and want lasting change. A Canadian program taught young women to avoid, escape and fight off sexual assault. It reduced attempted rape by 2/3 and completed rape by 1/2. S/HE studied that program, streamlined it, made it accessible to girls starting at age 7, updated the materials, conformed it to the US, and vastly improved the resistance techniques. Think of what we can accomplish if we teach this program to as many girls as possible. And think how much more 43.8% of Texas women can accomplish if they are able to focus solely on achieving greatness and not on overcoming a sexual assault.

¹ The Werther Effect takes place when people imitate a crime reported in the media.

² S/HE had to shut down registrations to prevent fire code violations.