**FOR IMMEDIATE RELEASE:**

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**How to Prevent a P-Grab**

**San Rafael, CA:** Donald Trump is not alone in thinking that an unwanted P-grab is no big deal.

[1 in 4 Girls](http://www.asafeplacenh.org/page_id_32/) experience teen dating violence.

[159 colleges](http://www.huffingtonpost.com/entry/federal-funding-campus-rape-investigations_us_568af080e4b014efe0db5f76) are under investigation for improperly handling sexual harassment incidents.

When “social media powerhouse” [Kelly Oxford](http://www.nytimes.com/2016/10/11/us/politics/sexual-assault-survivor-reaction.html?_r=0) tweeted “Women: tweet me your first assaults,” 27 million people responded or visited her Twitter page — overnight.

**Young women are in danger** — **but there’s hope.**

**A new verbal self-defense course called** [***True Shield***](http://prsecrets.com/courses/true-shield/) **teaches teen girls (12-24) to protect themselves and prevent a physical attack — and prevent a pus-y grab.**

“I’ll never forget how I felt after my first Aikido class,” says the founder of the program, Aikido black belt and media trainer [Susan Harrow.](http://prsecrets.com/about/bio/)

“My body was pushed to the limit — and so was my mind. All of my weaknesses were exposed. I realized just how vulnerable I really was. How easy it would be for a big guy — or even a small guy — to overpower me if he wanted to.”

[Aikido](https://www.facebook.com/AikidoAdviceForWomenAndAFewMen/timeline) is an ancient Japanese martial art focused on love and harmony with a simple philosophy: defend yourself from harm, while also protecting your attacker from unnecessary injury.

“Aikido made sense to me the moment I was on the mat,” says Harrow who is a black belt and a former (teaching) tennis pro. “And all I could think was, *I wish I’d had these skills when I was a girl*.”

But when it comes to keeping girls safe, physical self-defense isn’t enough.

“Most programs focus MAINLY on physical self-defense. But [verbal self-defense](http://prsecrets.com/courses/true-shield/) is just as important — and can prevent an attack. Learning how to say NO. Learning how to diffuse conflict. Learning how to end a conversation and walk away. Verbal self-defense is often what’s missing, for girls. And it’s simple to teach.”

As a media trainer and martial artist, Harrow knows the power of a well-chosen word – and a well placed strike. And in her new verbal self-defense course for girls, True Shield, she shares communication techniques that girls can use in 10 of life’s trickiest scenarios.

Harrow has created a [6-hour course](http://prsecrets.com/courses/true-shield/) including a facilitator’s guide that can be delivered by anyone — including teens and college students — even without any martial arts or self-defense training that is available to license to schools, colleges, organizations and female empowerment companies.

Harrow’s motto is, Speak your mind. Stand your ground. Sing your song.™ She says, “These techniques are inspired by Aikido philosophy, but grounded in everyday reality. A girl might not be able to perform *Kotegaeshi* on a school bus, but she can learn how to slam her book shut and move to another seat, if she’s being harassed by a bully. Same principle. Different power-move.”

3 power-moves girls can use now adapted from the course.

**1. The stop-sign NO.**

“If you’re being harassed or groped by a creepy guy, put your hand in a stop-sign position, directly out in front of you,” says Harrow. “Simultaneously, in a loud voice, say ‘Do **NOT** touch me’.”

“Then immediately move to a safer location. Most bullies will be stunned, and leave you alone. At least, long enough to get away.”

**2. The book-slam.**

“If someone is bothering you on a bus, or while you’re reading a book at school, do not engage them in a conversation. Slam your book shut and move to another seat, far away,” says Harrow. “This is called a pattern interrupt which creates the time and space to redirect a potentially dangerous situation. Do not chat. Do not apologize. Bullies want to rattle you, to stir your emotions. If you refuse to engage, the game is over.”

**3. The non-negotiable.**

“If someone is pressuring you to take drugs, have sex, or do anything you don’t feel comfortable with, start by saying ‘No’,” in a clear, strong tone,” says Harrow. “If they push back, look them straight in the eye and say…nothing. “No” is the end the conversation, not the beginning of a negotiation.”

“With my course I’m keen to teach girls in their teens and twenties that [‘No’ is a complete sentence,](http://prsecrets.com/blog/2014/07/say-even-theres-ton-pressure-say-yes/) and that verbal self-defense — combined with physical self-defense — is what will keep you safe and strong. Not just in high school and college. But for life.

To license the course for your school or organization [go here](http://prsecrets.com/courses/true-shield/).

Susan Harrow has been featured, quoted or profiled in: *The New York Times, USA Today, The Washington Post, The Boston Globe, The Chicago Tribune, The Christian Science Monitor,* Inc.com*, CNN, Advertising Age, Woman’s Day, Ladies’ Home Journal, Women’s Wear Daily, Entrepreneur, Salon Magazine, Pink, the San Francisco Chronicle, The Orlando Sentinel*, and *Investor’s Business Daily*, and on *CNBC, NPR*, national / syndicated TV and radio.

[Harrow](http://prsecrets.com/about/bio/) is a world renowned [media trainer](http://prsecrets.com/consult/media-coaching/) and the creator of the acclaimed communications training program, [Your Signature Sound Bites](http://prsecrets.com/courses/your-signature-sound-bites-website/) and the bestselling book [*Sell Yourself Without Selling Your Soul*](http://prsecrets.com/books/sell-yourself-without-selling-your-soul/) (HarperCollins). She has run a media consultancy for 28 years, holds a high school teaching degree, and is a certified TSI Interviewer. Her latest offering is the verbal self-defense course for teens and twenties, [True Shield](http://prsecrets.com/courses/true-shield/).

To read: [**10 embarrassing, extraordinary and true things about Susan that might make your jaw drop**](http://prsecrets.com/about/bio/)**,** for more information, or to book an interview, please contact Susan at **510.912.0107 in CA** or publicist@prsecrets.com.

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