FOR IMMEDIATE RELEASE: Is Your Daughter in Danger?

[1 in 3 Girls](https://dvs-or.org/teen-dating-violence-statistics/) experience teen dating violence.

[Over 500 colleges](https://projects.chronicle.com/titleix/) have been 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 (14-24) to protect themselves and prevent a physical attack — and a pus-y grab and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has licensed it to teach it to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

(name of your organization) (number of girls aged XXX)

“I’ll never forget how I felt after my first Aikido class,” says the founder of the program, 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 — even without any martial arts or self-defense training that is available to license to schools, colleges, organizations and female empowerment companies. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ says, “We’re so glad we found this resource as

(Name of your spokesperson)

there couldn’t be a better time to teach this. We’re excited to see the results.”

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,](https://prsecrets.com/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 take the course register here. XXXX PUT YOUR LINK, PHONE NUMBER, TIME, DATE, COST, AND LENGTH OF THE COURSE IF BREAKING IT UP.

INSERT BIO OF TEACHER OR ORGANIZATION HERE.

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/) who has trained thousands of people from CEOs to soccer moms, and the creator of the acclaimed communications training program, [The Zen of Fame: Your Genius Gone Viral®](https://prsecrets.com/zen-of-fame/)

and the bestselling book [*Sell Yourself Without Selling Your Soul*](http://prsecrets.com/books/sell-yourself-without-selling-your-soul/)*®* (HarperCollins). Her latest offering is the verbal self-defense course for teens and twenties, [True Shield](https://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** or [publicist@prsecrets.com](mailto:publicist@prsecrets.com). REPLACE THIS INFO WITH YOURS IF YOU ARE WILLING TO DO LIVE INTERVIEWS. OTHERWISE, I’M HAPPY TO DO THEM.

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