

SOUTHWEST PA SAYS

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MEDIA ADVISORY

Aug. 2, 2017

Contact: Olivia Lammel, 412-642-7700
olivia.lammel@elias-savion.com

School Leaders to Convene for Coaching Boys Into Men Summit at Steelers Training Camp
Program at Saint Vincent College will feature national expert and Steelers representatives

WHAT: Nearly 100 coaches, athletic directors and superintendents focused on athletes' success on and off the field will gather for a [Coaching Boys Into Men Summit](#) hosted by the Pittsburgh Steelers, FISA Foundation and United Way of Southwestern PA.

[Coaching Boys Into Men](#) (CBIM) is an evidence-based program that gives high school coaches the tools to talk to their athletes about building safe and healthy relationships. CBIM engages athletes as leaders in schools to model respectful behaviors for their peers. Following the program, attendees will have VIP sideline access to watch the Steelers practice.

WHO: Keynote speaker **Don McPherson** is an activist, educator and College Football Hall of Famer. A retired professional football player and former director of Northeastern University's Mentors in Violence Prevention Program, his talk will focus on empowering young men to lead healthy relationships and prevent dating violence.

WHEN: Wednesday, August 2, 2017, 12 p.m. to 3 p.m.

WHERE: Saint Vincent College
The Fred Rodgers Center
300 Fraser Purchase Road
Latrobe, Pa. 15650

AGENDA:

12:00 p.m.	Lunch and networking
12:30 p.m.	Welcome by Steelers leadership: coaching assistant Dan Rooney & general manager Kevin Colbert
1:00 p.m.	Keynote: Don McPherson
2:00 p.m.	Coaching Boys Into Men overview
2:45 p.m.	Closing remarks and door prizes
3:00-5:00 p.m.	Steelers Training Camp

PHOTOS & INTERVIEWS: The media are invited to cover the summit, photograph and interview speakers, coaches and program advocates in attendance.

Note to editors & reporters: To arrange interviews or for information, please contact Olivia Lammel at 412-642-7700, olivia.lammel@elias-savion.com.

About Southwest PA Says NO MORE – Southwest PA Says NO MORE is a growing community of organizations and individuals who are working to end domestic and sexual violence. FISA Foundation, in partnership with The Heinz Endowments and United Way of Southwestern Pennsylvania, developed Southwest PA Says NO MORE to showcase the important prevention-focused work happening in this region, and to make it easier for individuals and organizations to take action and stop gender-based violence.

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