



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

Numerous Coaches Enrolled in Coaching Boys Into Men Training Program

Experts to prepare high school coaches to discuss healthy relationships and respect for women

WHAT: Pirates Charities, FISA Foundation and the United Way of Southwestern PA have invited area high school coaches to step up to the plate at the Coaching Boys into Men (CBIM) Program at PNC Park. According to a [CDC report](#), nearly 1.5 million high school students throughout the country experience physical abuse from a dating partner in a single year. Coaching Boys into Men (CBIM) is an evidence-based program that seeks to combat dating violence and other abusive behavior by giving high school coaches the tools to talk to their athletes about healthy relationships and respecting women.

Throughout the day we will hear from athletes, presenters and coaches who have embraced this cause and/or implemented the program. In addition, participating high school coaches will partake in a series of hands-on exercises and roleplaying scenarios in this dynamic training program. Coaches will leave ready to implement what they've learned.

WHEN: February 27, 2016 from 10 a.m. to 3 p.m.

WHERE: Rivertowne Hall of Fame Club at PNC Park, 115 Federal Street, Pittsburgh, PA 15212

PROGRAM: **9:30 a.m.** Registration

10:00 a.m. Welcome

10:15 a.m. Keynote by Joe Ehrmann, a former NFL player and now an educator and speaker for Coach for America. He will discuss how coaches can be leaders in building a culture of respect towards women.

11:30 a.m. Remarks by Woodland Hills High School Football Coach George Novak and CBIM Overview

12:00 p.m. Lunch

1:00 – 3:00 p.m. CBIM Training

RSVP: To RSVP for the program, click [here](#) or email Olivia Lammel at olivia.lammel@elias-savion.com

PHOTOS &

INTERVIEWS: The media will have the opportunity to photograph and interview the speakers, Joe Ehrmann, Coach George Novak, the CBIM trainers, as well as the coaches participating in hands-on exercises and dynamic role playing scenarios.

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

About Pirates Charities – Pirates Charities, the philanthropic arm of the Pittsburgh Pirates, is a 501(c)(3) organization that focuses on three core areas of youth health, fitness and education. Each year, Pirates Charities and the Pirates partner with more than 3,000 organizations and programs committed to improving the lives of children and adults. Pirates Charities supports several Miracle League projects and has created successful signature programs including Fields for Kids, Wins for Kids, Pitch for Hope as well as others supporting cancer research and families and youth in our community. To learn more about Pirates positive impact in the community, visit pirates.com/community.

About FISA Foundation – FISA Foundation is a charitable grant making foundation dedicated to improving the quality of life for women, girls, and people with disabilities in southwestern Pennsylvania. One of its current areas of focus is the prevention of sexual assault and domestic violence. Learn more about FISA at www.fisafoundation.org.

About United Way of Southwestern PA – United Way of Southwestern Pennsylvania, serving Allegheny, Westmoreland, Fayette and Southern Armstrong counties, leads and mobilizes the caring power of individuals, the business community and organizations to help local people in need measurably improve their lives. United Way creates long-lasting change for the betterment of our community.

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