

SOUTHWEST PA SAYS **NO MORE**

MEDIA ADVISORY
Feb. 22, 2018

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High School Coaches and Athletes to Convene at Coaching Boys Into Men Showcase *Program at Westinghouse Academy will highlight CBIM's local impact*

WHAT: Area high school coaches and athletes will share how the Coaching Boys Into Men (CBIM) program has helped their teams at the CBIM Showcase, hosted by FISA Foundation and United Way of Southwestern Pennsylvania. The showcase will be held at Westinghouse Academy, the first Pittsburgh Public School to bring CBIM to a varsity athletic team.

[Coaching Boys Into Men](#) 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, fostering the necessary culture change to prevent sexual assault and harassment.

In 2017, 255 coaches implemented the program for nearly 2,100 athletes in 40 schools in Southwestern Pennsylvania.

WHERE: Westinghouse Academy 6-12
1101 N. Murtland St.
Pittsburgh, Pa. 15208

WHEN: Thursday, Feb. 22, 2018, 3:30 p.m. to 5 p.m.

AGENDA:

3:30 p.m.	Registration and networking
4:00 p.m.	CBIM Progress Report
4:15 p.m.	Success stories from coaches, athletes and others
4:45 p.m.	Q&A

PHOTOS & INTERVIEWS: The media are invited to cover the showcase, 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 movement 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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