

SOUTHWEST PA SAYS  
**NO MORE**

**MEDIA ADVISORY**  
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**Area Coaches Convene for 2<sup>nd</sup> Annual Coaching Boys Into Men Summit  
at Pittsburgh Steelers Training Camp**

**WHAT:** Coaches, athletic directors, superintendents and area high school students will gather for the [2<sup>nd</sup> annual Coaching Boys Into Men Summit](#) at Steelers Training Camp. The event is hosted by the Pittsburgh Steelers, United Way of Southwestern PA and FISA Foundation.

[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, healthy relationships. Through interactive training sessions, CBIM engages athletes to model respectful behaviors for their peers.

Local coaches and athletes will talk about how they have used CBIM to make a difference. In 2017, more than 250 coaches and nearly 2100 athletes in 40 schools participated in the program.

Following the program, attendees will have VIP sideline access to watch the Steelers practice.

**WHEN:** Wednesday, August 1, 2018, 12 p.m. to 3:30 p.m.

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

**AGENDA:**

<b>11:30 a.m.</b>	Registration opens
<b>12:00 p.m.</b>	Lunch and networking
<b>12:30 p.m.</b>	Welcome & inspiration with Steelers leadership
<b>12:50 p.m.</b>	Coaching Boys Into Men overview
<b>3:15 p.m.</b>	Closing remarks and door prizes
<b>3:30-5:00 p.m.</b>	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 Tina Richardson at 412-642-7700, [tina.richardson@elias-savion.com](mailto:tina.richardson@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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