



**PRESS RELEASE**

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## **Awareity Launches New Tools to Prevent Bullying and Cyberbullying** *Schools taking a proactive approach to prevention*

Awareity officially launched new TIPS (Threat Assessment, Incident Management and Prevention Services) on July 15, 2010. TIPS offers a unique and holistic suite of tools to immediately improve threat assessment team efforts, incident reporting, incident management, intervention and prevention efforts.

In today's litigious, increasingly regulated and safety-oriented society, school administrators have responsibilities to ensure ongoing compliance with regulations, respond promptly to bullying reports and ensure appropriate actions are taken to prevent serious and tragic incidents from occurring.

As Awareity's President Rick Shaw has learned, *"School administrators need help and most importantly they need better tools to help them implement better prevention programs, better awareness, better incident reporting and better CYA."*

TIPS is helping schools eliminate the gaps and disconnects numerous lessons learned and incidents continue to reveal. Awareity's TIPS (Threat Assessment, Incident Management and Prevention Services) is empowering schools across the nation and encouraging students, teachers, staff and third-parties to confidentially report incidents (bullying, cyber-bullying, threats, suspicious incidents, etc.). Threat Assessment Team members are then automatically notified through TIPS so red flags and warning signs do not continue to fall through the gaps.

TIPS is an enterprise-wide offering for school leaders, administrators, parents and communities and requires no software or hardware installation.

### **About Awareity**

Awareity delivers holistic solutions based on lessons learned and real world incidents helping organizational leaders to more effectively connect the dots, significantly reduce costs, prevent incidents from happening, respond to incidents more efficiently and improve ongoing CYA.

For more information visit [www.awareity.com](http://www.awareity.com) or contact Awareity at [info@awareity.com](mailto:info@awareity.com).

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