



## PRESS RELEASE

For immediate release:  
February 2012

### **Awareity CEO Presenting Bullying/Cyberbullying Prevention Strategies at Youth Cyber Safety Conference**

Rick Shaw, President and CEO of Awareity, has been selected as a speaker at the National Conference on Youth Cyber Safety to be held in Dallas, March 2-3<sup>rd</sup>.

In the digital world, it is alarming how quickly new threats are emerging and spreading and causing direct and indirect harm to young people. Youth are vulnerable to many of these dangers and they, along with adults, need to be better equipped with tools they can use for intervention, prevention and support as alarming situations arise.

This conference will provide attendees with insights, practical strategies, best-practices, model prevention/intervention programs, information on legal issues, and resources related to youth cyber-safety.

Shaw and Tenna Whitsel, the student services director for Tulsa Public Schools, will share real-world strategies to help and equip school leaders with the tools to build a safe learning environment for all students and prevent preventable incidents. Attendees will learn how Tulsa Public Schools is equipping individuals to report, intervene, prevent and document incidents with cyberbullying, bullying, harassment, violence, suicide and other alarming trends.

**Who:** Rick Shaw, CEO, Awareity  
**When:** March 2-3, 2012  
**Where:** Dallas, TX  
**Registration:** Registration for the National Conference on Youth Cyber Safety can be accessed online at <http://www.youthcybersafety.com>

#### **About Awareity:**

Awareity helps leading organizations prevent the preventable and transform the status quo. Awareity is reinventing the way schools improve safety and helping organizations prevent regulatory failures, compliance fines, lawsuits, privacy breaches, safety disconnects, operational challenges, ethical lapses, incident reporting failures, workplace violence and more. Awareity offers an innovative and cost-effective platform to connect the dots, eliminate embarrassing gaps and realize a better bottom line. For more information visit [www.awareity.com](http://www.awareity.com) or contact Awareity at [info@awareity.com](mailto:info@awareity.com).

#### **Contact Information:**

Katie Johnson  
Awareity  
402.730.0077  
[info@awareity.com](mailto:info@awareity.com)



###