



PRESS RELEASE

For immediate release:
May 28, 2010

SISFI's 2010 Anti-Bullying Conference selects Awareity CEO as Guest Speaker

Rick Shaw, President and CEO of Awareity, has been selected to present at Scudder's InfoTech SecuriCity Foundation's (SISFI) 2010 Anti-Bullying Conference June 2 in New York, NY.

As the wrap up for the Cyberbullying Offensive Education and Awareness Campaign "BOEAC", the conference brings together top community leaders, government officials, law enforcement and speakers to present, discuss, and navigate the escalating challenges and impacts of bullying online (cyber) and offline.

Guest speakers including Mr. Joseph Marthone, NYS Senatorial Candidate and Mr. Ken Reid, Councilman for Leesburg, VA will discuss recent bullycides, the lasting effects on students, how community leaders can make a difference going forward, action items and next steps.

Rick's presentation will share successes and real world examples from schools that are working to more effectively implement lessons learned, improve emergency/crisis management plans, implement incident reporting and threat assessment team tools (behavioral intervention, prevention, etc.), and most importantly connect the dots at the individual-level.

Who: Rick Shaw, CEO, Awareity

When: Wednesday, June 2, 2010 at 8:00 AM

Where: Microsoft's Briefing Center, 6th Floor
1290 Avenue of the Americas, 6th Avenue
New York, NY, 10104

Registration: Registration for the Anti-Bullying Conference is open and can be accessed online at http://titssn.org/event.php?event_id=37

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