**Safety Pin**

*A Safe Place for Students*

***“SafeyPin is your virtual hug. It’s google for social and emotional challenges. We provide the advice you need when you are going through hard times. We’re here for you 24/7.” - Founders Isabella Giacobbe and Simone Franklin***

Personal, social, family and peer conflicts can undermine students physical safety and ability to learn. Having a safe place with positive peer support, training videos and knowledgeable physiologists can save lives, create healthier kids, improve student engagement and their ability to focus on what they are there for….learning!

**Safety Pin** is a mobile website for students to anonymously receive the support they need to help them resolve issues of bullying and other social challenges. Nipping these issues in the bud is critical to the prevention of much more dire consequences. It will also positively impact focus and student engagement.

K to 12 Schools, organizations and parents can refer their students to **Safety Pin**. Professional therapists guide the students on SafetyPin.

Youth today need a safe place to share information without judgement or the concern of being labeled or reported to CPS (country services). Anonymity is critical to Safety Pin. We feel strongly about privacy. We know that we are all works in progress.

Having positive peer and professional support when a problem is too difficult to handle on their own is what **Safety Pin** does best.

PUT STATS IN HERE THAT SAY THIS:

Last November 19th, Virginia State Senator Creigh Deeds was slashed and stabbed repeatedly by his own son. Gus Deeds was 24 years old and had been struggling with mental illness. He and his father had been in an emergency room just hours before the attack but they didn't get the help that they needed. The story of what went wrong with his medical care exposes a problem in the way that America handles mental health. It's a failure that came to the fore with the murders at Sandy Hook Elementary School. The vast majority of mental patients are not violent. But this is a story about the fraction who are a danger to themselves or others. As we first reported in January, parents of mentally ill children in crisis often find, as Senator Deeds did, that they have nowhere to go. Creigh Deeds bears the scars of this failure on his face, his body and his soul. - From “Nowhere to Go” by Scott Pulley, Michael Rey and Oriana Zill de Granados.

In 2016, 7% of student ….etc…. From Statista.

Suicide, School shootings, dropping out, gangs,

QUOTES BELOW COULD BE for when website pages are loading and for this press release:

“***Human beings are works in progress that mistakenly think they’re finished. The person you are right now is as transient, as fleeting and as temporary as all the people you’ve ever been. The one constant in our lives is change.” - David Gilbert***

***“It’s not what happens to you, but how you react to it that matters.” – Epictetus***

***“Your life is completely up to you. Many times when we are going through hard times, it’s doesn’t feel like that, but it is. As we spoke about before, we can’t control everything that happens to us, but the way we respond is ALWAYS up to us.” -Dr Seuss***

Reverse Press Release:

1.) Heading- Name the Product in a way the reader will understand

2.) Sub-Heading - Describe who the market for the product is and what benefit they get. One sentence only underneath the title

3.) Summary - Give a summary of the product and the benefit. Assume the read will not read anything else so make this paragraph good.

4.) Problem - Describe the problem your product solves.

5.) Solution - Describe how your product elegantly solves the problem.

6.) Quote from You - a quote from a spokesperson in your company

**7.)** **How to get Started - Describe how easy is to get started**

**8.) Customer Quote - Provide a quote from a hypothetical customer that describes how they experienced the benefit**

**9.) Closing and Call to Action - Wrap it up and give pointers where the reader should go next**