

## PRESS RELEASE FOR BE “SAFE!” PROGRAM

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### FOR IMMEDIATE RELEASE:

#### **Local Martial Instructor Offers Be Safe! Program for Children and Parents**

Local martial arts instructor, a leader in the National Amber Watch Foundation and World Black Belt Program, proudly announces a new training program designed to prevent child molestation and abduction will be offered at his center.

Master Gates' defensive tactics center, one of Pennsylvania's leading martial arts schools, has taken a prominent position on one of the nation's most effective campaigns to protect children from the ever-growing threat of molestation and abduction. The "Be Safe!" program, instituted by the Amber Watch Foundation and World Black Belt, is an educational and defensive training effort being conducted in association with major school systems and law enforcement officials and agencies across the United States.

Master Gates' defensive tactics center, the headquarters of the International Federation of Mixed Martial Arts, has been designated an official training center for the program, which teaches children avoidance skills and defensive techniques they can apply in dangerous situations. The school's involvement is part of the martial arts industry's sponsorship of the "Be Safe!" effort to combat heinous crimes that endanger children.

Master Gates is a self defense, taser, and law enforcement defensive tactics instructor. He also serves as a Pennsylvania constable and has provided professional bodyguard services to celebrities including Robbie Knievel, John Walsh, Jon Paul DeJoria, and their families. Master Gates also heads the International Federation of Mixed Martial Arts' training programs.

"We are thrilled to be involved with this effort of the Amber Watch Foundation and World Black Belt," said Master Gates. "The security of children has become one of the nation's and parents' primary concerns, and this program is the vital ounce of prevention that can prevent the ton of sorrows too many parents have had to endure. I'm proud that our martial arts community has taken the initiative in keeping our kids safe and proud that our center is helping introduce this great safety measure in Blair and Clearfield Cambria counties."

Chairing the "Be Safe!" Program nationally is John Paul DeJoria, innovator, CEO, and owner of Paul Mitchell hair products and sponsor of the world champion Paul Mitchell karate team.

Among the prominent figures who are supporting the program to educate children to be their own first line of defense are *Desperate Housewives* star Teri Hatcher, child advocate and *America's Most Wanted* star

John Walsh, Kelsey Grammer, and black belt expert Dejoria. Many other celebrities are creating awareness through public service announcements and personal participation.

Through its “Be Safe!” Education program, the Foundation’s mission is to educate twenty-five million elementary school aged children and their parents on how to identify potentially dangerous situations and stay out of the hands of abductors and predators by the end of 2008.

The Amber Watch Foundation’s three-pronged approach includes:

- The “Be Safe!” curriculum is a safety program presented in elementary schools by local educators and law enforcement professionals like Master Gates. These presenters show children how to identify and respond to dangerous situations. The “Be Safe!” Curriculum is offered as a public service at no cost to schools and communities.
- The “Be Safe!” Workbook features the twelve Be Safe! Tips and “What If?” scenarios children can role play with their parents.
- The national public service announcement campaign for radio, television, and print was recorded by major celebrities and well-known sports stars such as Susan Sarandon, Ray Romano, Samuel L. Jackson, and Ladainian Tomlinson of the San Diego Chargers.

**For more information about how to help your children to “Be Safe!” contact Master Gates by telephone at 814-674-9495 or by email at IntFederationMma@aol.com. You can also visit [www.masterbriangates.com](http://www.masterbriangates.com).**

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For more information about the Amber Watch Foundation, visit [www.AmberWatchFoundation.org](http://www.AmberWatchFoundation.org). The Amber Watch Foundation’s press contact is Lauren Renschler. She can be contacted by telephone at 310-246-4600 or by email at [lauren@guttmanpr.com](mailto:lauren@guttmanpr.com).

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