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CATHARSIS PRODUCTIONS LAUNCHES “I’M AN UPSTANDER” CAMPAIGN FOR APRIL 2017 SEXUAL ASSAULT AWARENESS MONTH

Innovative Sexual Assault Prevention Organization Invites College Students to
Start Important Conversations About Standing Up for What’s Right

(CHICAGO) – Leveraging the theme of Sexual Assault Awareness Month 2017: Engaging New Voices, Catharsis Productions is launching its new “I’m an UPstander” campaign, focusing on ways students can intervene to prevent sexual assault and violence.

“Bystander intervention is a really important form of sexual violence prevention not only on campus, but everywhere,” said Dr. Gail Stern Co-Owner and Chief Academic Officer of Catharsis Productions.

“Everyone has the power to stand up and say, ‘Hey, that’s not OK,’ to step in if they see something sketchy happening at a party or on the street. We all have the power to become an UPstander and it is our mission to give students the tools they need to stop sexual assault before it happens.”

As part of the “I’m an UPstander” campaign, educators from Catharsis Productions will be engaging students across the country in important conversations about ways to stand up when something isn’t right and sharing stories on social media. Students on your campus can participate by downloading I’m an UPstander signs and social media templates, available on the Catharsis Productions website [ADD LINK].

Catharsis Productions is the creator and of the popular campus sexual assault prevention program “Sex Signals.” Now in its 17th school year, “Sex Signals” has been performed over 3,500 times at colleges and universities of all sizes and has been seen by more than one million students worldwide. Over 80 percent of institutions report that they would definitely have the program return. “Sex Signals” was awarded “Speaker of the Year” from Campus Activities Magazine in 2015 and 2016.

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Catharsis Productions seeks to change the world by producing innovative, accessible and research-supported programming that challenges oppressive attitudes and shifts behavior. Our educators have been facilitating conversations about sexual violence around the world on college campuses, military installations and in the workplace for the past 17 years. We strategically employ humor as one of our most powerful tactics, framing challenging content in a less-threatening way. Catharsis Productions is based in Chicago, IL. Learn more at catharsisproductions.com.