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INNOVATIVE SEXUAL ASSAULT PREVENTION PROGRAM “SEX SIGNALS” COMING TO IMMACULATA UNIVERSITY

(BABSON PARK, MA) – Next Sunday, August 28, 2016, Babson College students will participate in “Sex Signals” an award-winning sexual assault prevention program presented by Catharsis Productions. “Sex Signals” uses an unorthodox, humor-facilitated approach to examining our culture, sex and the core issue of bystander intervention. The program will be presented at 4:00PM at Alumnae Theatre.

In “Sex Signals,” a two-person team of highly-trained educators takes the audience on an interactive, relevant, and often-hilarious exploration of beliefs, behaviors, and gender stereotypes related to dating and sexual interaction. Through several semi-improvisational scenes, the program reaches out to students who have mislabeled coercion as consent with the hope of changing behaviors and encouraging bystander intervention when they encounter potentially violent situations. The program has been updated this year to reflect the very latest research in sexual assault prevention on campus, leaving students with concrete tools to make external change in their day-to-day lives.

“To reduce sexual assault and interpersonal violence on campus, we need a proactive approach that works to change the culture,” said Dr. Gail Stern Co-Owner and Chief Academic Officer of Catharsis Productions. “We bring a profound passion to starting these important conversations and do it in a very unexpected way. Our approach is fully supported by research in education, psychology and cognition and led by trained educators who also happen to be dynamic, charismatic speakers. Laughter and honesty have the power to initiate change. Our programs foster dialogue and introspection while presenting a clear, unambiguous roadmap for future actions and begin a positive transformation.”

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 15 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.