PRESS RELEASE: FOR IMMEDIATE DISTRIBUTION

(Oct. 15, 2015 – Medina, Ohio)

The ALICE Training Institute is proud to announce that our age appropriate story book, "I'm Not Scared, I'm Prepared," is a #1 Best Selling book in the School Counseling - Crisis Management category on the Amazon Best Sellers list. The companion activity book is at #5 in the same category.

The books enhance the strategies taught in ALICE training and make them applicable to children of all ages in a non-threatening manner. By using the story book along with the activity book, children can develop a better understanding of what needs to be done if they ever encounter a “dangerous someone.”

Author Julia Cook collaborated with ALICE founders, Greg and Lisa Crane, to create the age-appropriate, instructional story book that teachers and parents can use as a tool to teach the ALICE concepts to elementary-aged school children. Greg Crane, founder of the ALICE training program stated, “Julia Cook has done a fantastic job and has managed to create a child-friendly, non-threatening way to instruct young children in preparing for this type of unimaginable event.”

About the ALICE Training Institute

The ALICE Training Institute is changing how schools, universities and businesses respond to armed intruders. ALICE (Alert, Lock-down, Inform, Counter, and Evacuate), developed after Columbine, teaches strategies to survive a life-threatening event. Supported by educators and law enforcement across the country, ALICE is quickly becoming the new standard of care.

For More Information Contact:

Name: Victoria Shaw

Email: vshaw@alicetraining.com

URL: www.alicetraining.com