



PHLY Insurance Teams up with ALICE Training Institute on Violent Intruder Safety

PRESS RELEASE: FOR IMMEDIATE DISTRIBUTION

(June 12, 2014 - Medina, Ohio)

Helping Businesses and Schools Prepare for Violent Intruders

Former law enforcement officials create specialized training to help keep businesses, schools and non-profits safe. Violence in the workplace is the second leading cause of on-the-job fatalities in this country and costs the American workforce \$36 billion per year. After businesses, schools and universities are the second most frequently attacked location by an active shooter, but the reality is that a violent intruder risk is present at any place with a large number of people. How can businesses, schools and non-profits take proper safety measures with limited resources?

[Philadelphia Insurance Companies](#) (PHLY) is partnering with the [ALICE Training Institute](#) (ATI) on a nationwide program that is specialized to help these groups, as well as anyone who may get caught in a workplace violence situation. Developed after the Columbine school shooting in 1999, ALICE ([Alert, Lock-down, Inform, Counter, and Evacuate](#)) provides a research-based, proactive approach to responding to an active shooter situation. ALICE training methodologies are endorsed by the Federal Departments' of Education, Health and Human Services, Homeland Security, and FBI.

"The ALICE Training Institute is honored to be the preferred provider of violent intruder training and consulting for PHLY and the customers they insure. It is very important that all organizations have a realistic plan and policy in place that can mitigate the potential tragedy and eliminate claims of indifference or lack of training," said Greg Crane, ALICE Founder and former tactical team leader, SWAT officer, crime scene investigator, and field training officer.

PHLY kicked off this campaign with seminars in the Cleveland and Chicago areas and will continue this effort throughout the U.S. for insurance agents, non-profits, social service agencies, churches, schools, and other organizations concerned about this risk. These seminars will present a comprehensive program that utilizes infrastructure, technology, and human action to maximize the odds of survival should someone experience an active shooter event. Three key lessons attendees will learn include:

- Why an informed response by employees and general public is critical to survival
- Effective strategies besides lockdown/ secure-in-place

- How to train employees and others to respond

In addition to this national campaign, PHLY policy holders will have the option to access ATI onsite training, consultation, and beginning in the summer of 2014, high-quality, web-based training programs – all at a discounted rate. Providing simple and affordable access to ALICE is one more way that PHLY is helping increase safety and minimize loss.

“There is no method or pattern to these horrible violent incidents, making them hard to prevent,” shared Mark Konchan, vice president of Risk Management Services for Philadelphia Insurance Companies. “Our customers – particularly schools and non-profits with limited resources – have asked PHLY for education on how to handle active shooter and other violent intruder scenarios. ALICE provides the expertise and training that we hope will help save lives.”

About Philadelphia Insurance

Philadelphia Insurance Companies designs, markets, and underwrites commercial property/casualty and professional liability insurance products incorporating value added coverages and services for select industries. In operation since 1962, the Company, whose commercial lines insurance subsidiaries are rated “A++” (Superior) by A.M. Best Company and “A+” for counterparty credit and financial strength by Standard & Poor’s, is nationally recognized as a member of Ward’s Top 50, National Underwriter’s Top 100, and one of the Top 150 Workplaces in America. Policies are underwritten by Philadelphia Indemnity Insurance Company. The organization has 49 offices strategically located across the United States to provide superior service. For more information, please visit www.PHLY.com.

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

###