



**FOR IMMEDIATE RELEASE**

## **ALICE Training Institute Moves to New Headquarters to Accommodate Continued Growth and Help Save More Lives**

**August 24, 2018, Medina, Ohio** – ALICE Training Institute, the first civilian active shooter response training company in the country, announces it is moving its headquarters to a new, larger space in Medina, Ohio to accommodate continued business growth. The new facility is more than triple the size of the current space.

ALICE Training Institute, which is celebrating its fifth year under its new name will leverage its upgraded space to increase internal efficiencies while providing an opportunity to scale our personnel count. The new office provides room for additional employees, private meeting space and a state-of-the-art training room to facilitate collaboration and engagement.

“Five years ago, we saw the opportunity to bring ALICE training nationwide. Now we are continuing to grow beyond the current building capacity for the fourth time since 2013 and it is exciting to see. This new facility will allow us not only to help us serve our customers better by hiring more people but also expand beyond the K12 market more efficiently.” Said Dave Mueller, CEO of ALICE Training Institute.

Through its first decade in business as Response Options, ALICE Training Institute has focused on saving more lives by empowering individuals to participate in their own survival. With an initial focus on teaching K12 organizations proactive option-based responses to an active shooter the expanded headquarters will allow for growth in the Healthcare and Corporate Business arenas while expanding on offerings to the K12 realm.

“My initial vision was to empower staff and students to participate in their own survival when faced with violence. This move is allowing us to expand our mission beyond schools and into healthcare, businesses and government agencies swiftly. Our continued growth over the years has proven the need for what we do, and we are moving forward as quickly as possible to save more lives.” Said Greg Crane ALICE Training Institute Founder and Visionary.

### **About ALICE Training Institute**

ALICE training is the original civilian options-based response program that is designed to replace an inadequate lockdown-only response plan. ALICE addresses the fallacies of a one-size-fits-all response plan by explaining the truths and realities of Violent Critical Incidents. The reality is that extremely tragic outcomes in these events can be mitigated. They are very much survivable. Through training and empowerment, citizens can apply the ALICE proactive strategies and improve chances of survival in any environment where they may find themselves confronted by an active shooter or violent intruder. ALICE strategies are now also mirrored and recommended by many Federal and State official guidelines. For More Information about ALICE Training Institute Contact us at [ALICE@alicetraining.com](mailto:ALICE@alicetraining.com).

