



FOR IMMEDIATE RELEASE

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West Chester, April 27, 2017 - The West Chester Rustin Boys Track and Field Team partnered with the Domestic Violence Center of Chester County (DVCCC) this spring to bring the Coaching Boys Into Men (CBIM) program to Rustin High School. Rustin Head Coach Shaz Brown and DVCCC's Amelia Rayburn spearheaded the effort, which is aimed at promoting and teaching respectful behavior and prevention of relationship abuse, harassment, and sexual assault. Coach Brown and the track team volunteered to be the first Rustin team to partner with the DVCCC and incorporate the CBIM program into their interscholastic competition season.

Coach Brown and the team of over 75 boys allocated time prior to practice on a regular basis each week to complete the program over the course of the 10 week regular season. According to Coach Brown, "The team really bought into the program, thanks to the leadership of our veteran guys. They took it very seriously and got a lot out of it. I'm really proud of the way the guys responded to CBIM." According to Rustin Athletic Director Chris Lunardi, this program is the first of its kind at Rustin: "I couldn't be prouder of Coach Brown and our track team for volunteering to try the CBIM program. The spring track season is extremely hectic, and for those guys to be willing to spend time each week to go through the program is very impressive. The track team is a shining example of what high school athletics should be." According to Lunardi, Rustin plans to try to incorporate the CBIM program with other teams and programs in the future.

[HERE IS A LINK TO THE ARTICLE THAT WAS IN THE DAILY LOCAL on MAY 7th](#)

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The Mission of the Domestic Violence Center of Chester County is to provide intervention, programs, outreach and advocacy to prevent, reduce and remedy domestic violence in Chester County. The Domestic Violence Center of Chester County provides emergency safe house/shelter at a confidential address; long-term housing; 24-hour telephone hotlines (including toll-free and TTY numbers) for information, referral and support; counseling; children's services; and legal services. All services are free and confidential. For more information call 610-431-3546 or visit www.dvccc.com.

CBIM first launched in 2001 as a national public service announcement campaign in partnership with the Advertising Council. The television, radio, print, and online ads leveraged over \$123 million in donated media and catalyzed grassroots efforts in communities across the country. CBIM has since grown from a

broad awareness and action campaign into a comprehensive violence prevention curriculum for coaches and their athletes