

# News Release



**For Immediate Release**  
**June 23, 2011**

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## **CT & NY SCHOOLS AND FIRST RESPONDERS TO PARTICIPATE IN “I LOVE U GUYS” SCHOOL SAFETY EVENT AT GENERAL RE**

Stamford, CT, June 23, 2011 ... On Monday, June 27<sup>th</sup>, school administrators and first responders from Fairfield County, CT and Westchester County, NY will take part in an interactive presentation by the “I Love U Guys” Foundation®. This session presents a “common language” response to a variety of potential crisis incidents at school. Sponsored by Genesis as a community outreach event, the session will be held at General Re, Stamford, CT, the corporate headquarters of Genesis.

The “I Love U Guys” Foundation was created after the shooting at Platte Canyon High School in Bailey, Colorado, in which student Emily Keyes lost her life at the hands of a gunman. The Foundation was named after the last text message Emily sent to her parents while being held hostage. Additional information about the “I Love U Guys” Foundation can be found at [www.iloveguys.org](http://www.iloveguys.org).

A critical ingredient in the safe school recipe is the classroom response to an incident at school. Weather events, fires, accidents, intruders and other threats to student safety are scenarios that are planned and trained for by school and district administration as well as responding departments and agencies. Student safety also transcends the classroom and extends socially as well.

Guest speakers from the “I Love U Guys” Foundation will talk about:

- The story and aftermath of the Platte Canyon shooting;
- Dispelling the concept that “it can’t happen here”;
- A new way to engage in the conversation about school safety.

The “I Love U Guys” Foundation developed *The Standard Response Protocol* (SRP) in conjunction with agencies and emergency managers. The SRP is a common-language crisis response program for schools and communities and is available at no cost to public K-12 schools. Currently, over 700 Colorado schools, and thousands more in multiple states across the country, are implementing the SRP.

This presentation is ideal for School Administrators and Teachers, Emergency Managers, Fire Personnel, Emergency Medical Services, Law Enforcement and Public Health Officials.

“We are delighted to bring our message to the Fairfield & Westchester County area, and continue our mission of sharing our communication and structure tools with another educational community,” said Ellen Stoddard-Keyes, co-founder of “I Love U Guys” Foundation.

Bob Jones, SVP and Chief Operating Office of Genesis added, “I was fortunate enough to hear Ellen and John-Michael’s presentation in Denver last month. It was a remarkable experience related to a

very practical solution to crisis communication, and we are very pleased to help bring the “I Love U Guys” Foundation to Stamford and spread their knowledge with the personnel responsible for our children in the event of a school incident.”

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