



2007 Finalist:

**Best Speaker
&
Best Female
Performer**

by Campus Activities Magazine



ERIN WEED

May all your weeds be wildflowers...

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The moment you're told one of your best friends has been murdered, time stops. The world spins. You begin to see violence as a very real thing, no longer just a sad story on the nightly news. You nervously look over your shoulder as you realize now it's your news and your story. It's your life and your loss. Then you have a few choices. Freeze. Curl up in a ball. Cry your eyes out. Hide.

OR...you can create a shift in the spectrum of violence. Get educated. Become empowered. Refuse to make choices stemming from fear. Take action. Fight back! And just maybe, find some peace in the process...

Erin Weed will show you how.

Erin Weed



(303) 440-9005



BIO

Erin Weed is a professional speaker, author and Founder of *Girls Fight Back!* Her calling to the field of violence prevention began in 2001 as a direct response to the murder of her friend and sorority sister, Shannon McNamara. After Shannon's death, Erin abandoned her career in TV production to study with some of the best personal safety specialists and self-defense experts in the world. In January 2002, she began traveling the nation as a speaker, empowering everyday people to become their own best protectors.

Erin has been featured in: *The New York Times*, *The Washington Post*, *The Chicago Tribune*, *Marie Claire*, *Glamour*, *Ladies Home Journal*, *Cosmopolitan* and was named "CosmoGirl of the Year." In 2006, she was the safety expert for a special report on Spring Break on CNN's *Paula Zahn Now*. In 2007 & 2008, Erin was a guest on the Fox News legal show, *The Lineup*. She has been featured in hundreds of local newspapers, radio shows and television broadcasts.

During 2004-2005, Erin wrote *CosmoGirl* magazine's first column dedicated to teen safety. Her first book, *Girls Fight Back! The College Girl's Guide to Protecting Herself* was self-published in 2006 and will be re-released through DK/Penguin in 2009. She is currently writing her second book, *Teens Fight Back!* Erin's writing is regularly featured in e-zines, online journals, blogs and national media.

Erin is a graduate of Eastern Illinois University, with a B.A. in Speech Communication and a minor in Public Relations. She was awarded the Eastern Illinois University Young Alumnus of the Year Award in 2003 and was the honored commencement speaker at the 2008 EIU graduation ceremonies. She was given the "Hometown Hero" award by John Walsh (founder of America's Most Wanted) and was named in New Jersey Monthly Magazine "30 Under 30." In 2007, she was a top 5 finalist for both "Speaker of the Year" and "Best Female Performer" by Campus Activities Magazine. Erin is a member of the National Speakers Association, Rotary Club International and Alpha Phi.

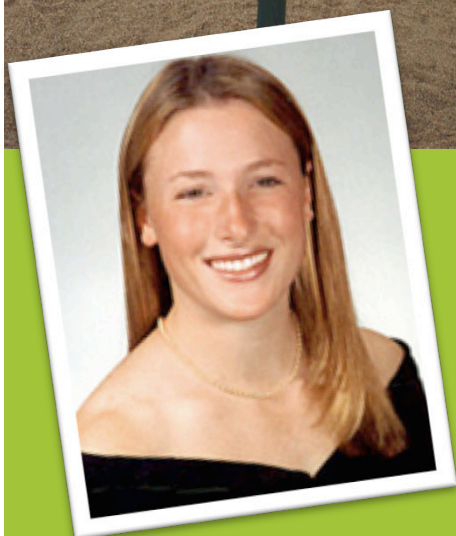
training & certifications:

- Krav Maga - Boulder, CO
- Gavin de Becker & Advanced Threat Assessment Academy - Los Angeles, CA
- AWSDA Instructor - National Certification
- Certified R.A.D. Instructor - Indianapolis, IN
- Model Mugging graduate - Erie, PA
- Prepare Inc. graduate - New York, NY
- Confined Area Survival Tactics instructor - Modern Warrior Academy, Lindenhurst, NY
- Certified Personal Trainer - NASM
- Specialized training: car jacking defense, multiple assailant attacks, knives/edged weapons defense, firearms, intuition studies, terrorism, school shootings, criminal profiles, case management, bomb threat assessment, risk management and violence in the workplace.

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Shannon McNamara was born on June 21, 1979 and became an angel on June 12, 2001. It was because she chose to physically fight back that her killer was caught. He was taken to trial in February 2003, and was found guilty on all counts of home invasion, aggravated criminal sexual assault and first degree murder. Two weeks later, the state of Illinois sentenced him to death. Today he sits on Illinois death row awaiting execution.

College Programs

Programs can be modified for high school audiences.

Girls Fight Back!

Beginning with her tragic story of losing a sorority sister to homicide, Erin creates an honest understanding that violence can indeed happen even on the safest of campuses. Other subjects include: how to trust intuition, ways to reduce the risk of being victimized, the value of intuition and strategies for staying safe on the street, in your home, on the Internet and while out with friends in social situations. Next comes the interactive part! She proceeds to teach the women verbal de-escalation, boundary setting, how to convey strong body language, basic strikes, kicks and easy techniques for using improvised weapons. Students leave her program feeling strong, empowered and believing they are their own best protectors! *Learn more at:* www.girlsfightback.org.

How to be a Bad Victim

We hear it in the news all the time...violence *does* happen on college campuses at an alarming rate, even in what we consider "safe places" and at the hands of seemingly harmless people. Furthermore, many violent incidents can be predicted and avoided by trusting intuition and by using a few simple strategies. It is time for college students to take control of their personal safety by learning how to be a BAD VICTIM. In this program, Erin will explain the realities of campus crime in America today and teach students what they can do to avoid becoming a statistic. Erin explains how to be a hard target of crime, how to secure dorms/apartments from break-ins, how to detect violent people and strategies for responding to dangerous situations. She concludes this program with interactive self-defense demonstrations. Get ready to laugh, learn and become your own bodyguard!

Stayin' Alive on Spring Break

Whatever happens on spring break, stays on spring break...right? Well, not really. In March 2006, CNN flew Erin Weed to Daytona Beach as a safety expert for a special report on Spring Break safety. Afterwards Erin created the *Stayin' Alive on Spring Break* program in hopes that college students will realize their personal safety on spring break is 100% in their hands. Topics covered include: safe sex, binge drinking, predatory drugs, air/car/hotel safety, and ways to avoid crime targeted at tourists. She'll also demonstrate her favorite self-defense techniques that could be used to escape a violent confrontation. Using her signature style of combining humor with straight talk, Erin urges students to have a blast on spring break...but to make safe choices in the process. *Learn more at:* www.safespringbreak.org



Corporate Programs

Women Fight Back!

Erin's most popular program, she begins by sharing her story of losing her friend to homicide. She goes on to teach employees how to reduce the risk of being victimized and how to physically defend themselves if confronted by an attacker. Erin addresses the value of a woman's intuition, and then comes the interactive self-defense! Prior to any physical fighting instruction, the women will learn mental and verbal self-defense, as well as boundary setting and de-escalation techniques. Erin explains common traits of attackers and how to react to a violent person. Vital strike areas are explained and then applied to vertical fighting and ground fighting scenarios.

Women's Safety 101

This is the perfect option for power lunch and learn sessions that will provide employees with basic personal safety tips. Situational safety concepts are explained for the workplace, parking lots, in the car, the home and on the street. Erin will dismiss popular safety myths, and replace them with innovative violence prevention strategies to build awareness, safety savvy and confidence.

Road Warriors

Many employees live on the road, and this program provides some excellent strategies for safety getting from one meeting to the next. This program prepares and motivates employees to stay safe while traveling by air, train or car. Erin will educate your road warriors on how to stay safe when dealing with unfamiliar people while traveling, how to interpret intuition and the ins and outs of hotel and taxi security. She will conclude with fun and empowering self-defense techniques a woman could utilize if threatened while traveling. A road warrior herself, Erin will also offer some great resources for making business travel as healthy and safe as possible.

Incredible Interns

Show your younger female employees that their safety is your #1 priority. This program teaches college students and recent graduates how to prevent and react to scary situations, both while they are still in college and out into the workforce. Topics included are: boundary setting, travel tips, transportation safety, home security and awareness on the street. Show your newest employees how to live with confidence and awareness.

NOTE: All programs are "no contact," meaning women can wear their business attire and still learn the life-saving information.



partial client list:

corporate

Harpo Productions

Merrill Lynch

Vanguard

KPMG

Oxygen Media

Motorola

Atlantic Healthcare

Estee Lauder

Hearst Publishing

American General Insurance

college & university

Dartmouth College

University of Michigan

Ball State University

LeHigh University

Boston College

University of Oregon

Cornell University

University of New Hampshire

Baylor University

University of Alabama

Arizona State University

high schools

Center Grove High School

Deerfield Academy

Rolling Meadows High School

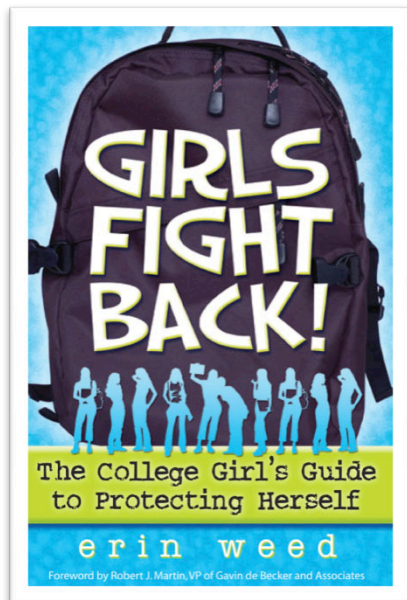
Watchung Hills High School

St. Catherine's School



Book

Girls Fight Back: The College Girl's Guide to Protecting Herself



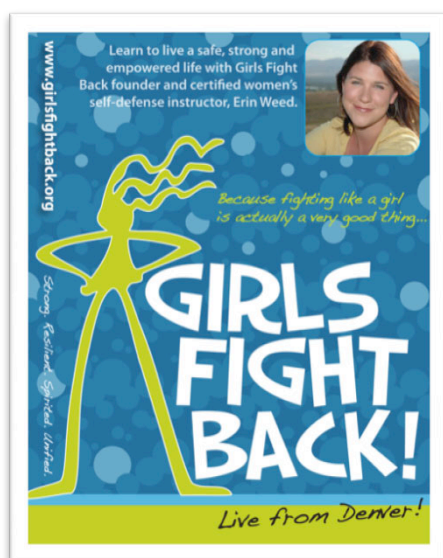
You're leaving for college and the family minivan is packed to the gills with your stuff. On the brain are good times, parties, new friends...and oh yeah, classes too. College is a blast, but it's a good idea to get informed about how to stay safe and strong while on campus. *Girls Fight Back* will show you how to trust intuition, avoid bad situations, and if necessary, defend yourself. You will learn practical and empowering strategies for walking on campus at night, dating, partying, traveling and living on your own. This book will teach you:

- What attackers look for in their victims
- How to understand intuitive warning signals
- Securing your dorm or apartment from break-ins
- Ways to avoid stalking, date rape & dating violence
- Self-protection strategies that anyone can master
- Facts about date rape drugs, and safe partying tips
- Ideas for campus activism to end violence

Books can be ordered online at www.girlsfightback.org. Bulk discounts available.

DVD

Girls Fight Back: Live from Denver!



Enjoy the practical, fun and empowering approach to women's safety with *Girls Fight Back: Live from Denver!* In the comfort of your own living room, learn to become your own best protector. Taped in front of a live studio audience in Colorado, Erin Weed delivers the seminar that over 100,000 women see live every year. Running time is 100 minutes and is suitable for girls aged 12 and up. Using cutting edge safety concepts, straight talk and a healthy dose of humor, this live seminar will teach you:

- The real facts about violence, predators and how to predict attacks
- That any woman, regardless of size, can truly be her own best protector
- How to recognize and act upon intuitive danger signals
- Strategies for living like a hard target or "Bad Victim"
- A practical 3-step self-defense series that every woman should know
- How to use improvised weapons, like car keys or high heels

DVDs can be ordered online at www.girlsfightback.org. Bulk discounts available.



life stories **BECOMING**

So She Would Not Die in Vain

When a close friend was murdered, Erin Weed got angry. Then she realized she had to learn how to fight back. Now she's encouraging other women to do the same

BY NANCY COLASURDO



"When I get an idea to help someone in trouble," says Weed, "I feel overwhelming confidence"

Erin Weed stands in front of a packed gymnasium at County Prep High School in Jersey City, New Jersey, and starts her speech with a sentence that takes the audience's breath away. "My friend, Shannon McNamara, was murdered while fighting off an attacker," says Weed, 25. On June 12, 2001, she explains, the man broke into McNamara's home and strangled her. Weed launches into what has become her personal crusade—encouraging women to learn how to fight back. She tells of the dreaded call from a mutual friend about McNamara, 21, a popular student and fellow Alpha Phi at Eastern Illinois University. When Weed held

a bonfire at her parents' Schaumburg, Illinois, home in McNamara's honor, she was jolted by the fear she saw on the faces of her sorority sisters. "They were saying, 'I hate walking to my car,' and 'I'm afraid to take a shower,'" she says.

But Weed was angry. Two months later, she enrolled at the SigArms Academy in New Hampshire, where she studied self-defense with Marines, police officers and third-degree black belts; she started her one-woman organization, Girls Fight Back (www.girlsfightback.com) in 2001. She has since visited businesses, high schools and colleges with a presentation—part inspirational, part self-defense

lesson—showing that "average" women, just like herself, can save their own lives.

Weed has the support of McNamara's mother, Cindy: "They knew each other for less than two years, but they bonded so quickly. I said to Erin, 'I truly believe Shannon hired you for this job.'" It wasn't the first time Weed has shown a special brand of loyalty. As a high school freshman she shaved her head to raise money for a neighbor with cancer. That such a gesture never would have occurred to most girls in gawky adolescence didn't faze Weed: "It's a strange theme in my life. Once I'm on a mission to help someone, I have this overwhelming feeling of confidence."

This day in Jersey City, with an English teacher playing the role of attacker, Weed demonstrates to some 200 students how to throw a man off balance with a palm to the forehead, nose or chin. She knees his groin and, as he falls forward, delivers a knee to his face. Applause mixes with hoots of approval. Afterward, girls try the moves on each other as they file out. "What they begin to learn today could save their lives," Weed says. "It's a powerful thought." ❖

Erin Weed



(303) 440-9005

Testimonials:

References available upon request.

Since the first time I talked to Erin I felt like I was talking to a good friend, not a speaker. She was wonderful and just what Virginia Tech needed! -*Victoria Sentz*

Erin's presentation was absolutely perfect! She connects with the audience immediately with her fun personality and quickly captures their attention. The best part is getting the students up to practice fighting back...leaving them wanting more and more. Participants left saying that Erin was the best speaker they have ever heard and they would love for her to come back to Univ. of Texas. -*Kelsey Bratcher*

I really can't thank Erin enough for her presentation. I think this was a great inaugural event and we look forward to many more at University of Arizona! -*Gary Ballinger*

I wanted to drop you a quick e-mail to thank you for coming to our campus. You did an amazing job, and everyone thoroughly enjoyed your program. People are still talking about it, and many have read your book and said it was AWESOME! Again, thank you so much. You are amazing woman for spreading this awareness and accomplishing so much in your life thus far. You are truly an inspiration. -*Jessica Dodt*

I just wanted to say thanks again for coming down to Charlotte, North Carolina to speak at Vanguard. I'm now trusting my intuition, instead of running scared. -*Laurel Bacogearge*

Erin was wonderful. The students were engaged, and the program was interactive. She tailored it to the audience very well. She definitely inspired them to seek out self-defense programs that MIT has to offer. She kept it light, but educational at the same time. Erin was great to work with. -*Kaya Miller*

I attended Erin's session at Western Illinois University, and I just wanted to tell you how inspiring it was. My dad has been trying to get me to take self-defense and I always disregarded it, thinking I wouldn't need it. After watching you and hearing your story I feel very motivated to make some changes in my life. -*Amber Chibucos*

Erin Weed & Co.

Contact:

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or visit www.zoetraining.com

