



Media Fact Sheet

Profile

Rachel Scott was the first person killed at Columbine High School on April 20, 1999. Rachel's acts of kindness and compassion coupled with the contents of her six diaries have become the foundation for the most life-changing school program in America. Her brother, Craig, was in the library that day and lost two close friends and narrowly escaped death himself. He was the only student at Columbine who was in the library, the worst of the killing zone, and also lost a sibling.

Powerful audio/video footage of Rachel's Challenge holds students spell-bound during a one-hour school presentation that motivates them to positive change in the way they treat others. This is followed by a 90-minute training session involving both adult and student leaders. This is an interactive session that shows how to sustain the momentum created by the assembly. That evening the Rachel's Challenge presenter conducts a powerful session with parents and community leaders. To sustain the positive climate change in a school, Rachel's Challenge offers a year-long curriculum called the Friends of Rachel (FOR) Club that encourages students to continue the chain reaction of kindness and compassion.

Scope of Effectiveness

A few weeks after the tragedy Darrell Scott, Rachel's father, spoke to a Congressional House Judiciary Committee regarding issues of school violence. His speech has become one of the most widely read on the internet. Shortly afterwards he founded "Rachel's Challenge", a bullying and violence abatement program. More than 1.5 million students annually experience Rachel's Challenge and have the opportunity to accept the challenges, modeled after Rachel's life and writings. The universal message of kindness and compassion told by Rachel's story has been heard by students in several other countries. Since its beginning in 2000, the number of requests to present Rachel's Challenge to students, parents, and educators continues to increase. The Scott family and other Rachel's Challenge certified presenters have spoken to over 15 million people in live settings, and has reached millions more through being featured on popular media outlets like CNN, Fox News, The Today Show, Good Morning America, Larry King Live, Oprah, Dateline, O'Reilly Factor, Hannity and Colmes and numerous others. Mr. Scott has also authored three books including the best seller "Rachel's Tears."

Darrell meets regularly with politicians and educators, and is also a keynote speaker at many large educational venues. He met with President Bill Clinton on two occasions and President George W. Bush has written a personal letter recommending Rachel's Challenge. A wide scope of endorsements are available upon request.

The school program founded by Mr. Scott has prevented over 350 suicides since 2008, drastically reduced bullying, and in at least 6 instances has prevented school shootings.

Contact

For more information on how to have a Rachel's Challenge event at your school or conference please contact us at 1-877-895-7060 or visit our website at www.rachelschallenge.org

www.rachelschallenge.org