



## Rachel's Challenge Media Fact Sheet

### Profile of Rachel's Challenge

Rachel's Challenge exists to equip and inspire individuals to replace acts of violence, bullying, and negativity with acts of respect, kindness, and compassion. Rachel's Challenge is based on the life and writings of Rachel Joy Scott who was the first victim of the Columbine school shootings in 1999. Through her example, Rachel's Challenge is making a positive impact in the lives of millions of people every year.

Superintendents, principals, teachers, parents, and students bring Rachel's Challenge into their schools because of escalating problems such as: bullying, student isolation, teen suicide, discrimination, school violence, and increased disciplinary actions. Through powerful presentations, trainings, community events, and professional development, Rachel's Challenge provides the sustainable solution.

Rachel's inspiring story provides a simple, yet powerful example of how small acts of kindness and acceptance motivate us to consider our relationships with the people we come in contact with every day. Rachel's Challenge renews our hope that our life has meaning and purpose. Rachel's story gives us permission to start our own chain reaction of kindness and compassion, which positively affects the climate in our schools and communities.

### 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 document on the internet. Shortly afterwards, he founded "Rachel's Challenge", a bullying and violence abatement program. More than two million students annually experience Rachel's Challenge and have the opportunity to accept the challenges, modeled after Rachel's life and writings.

Students in the United States and several other countries have heard the universal message of kindness and compassion through Rachel's story. Since inception, over 24 million people have heard Rachel's story in live settings around the world, at least eight school shootings have been prevented, and over 500 suicides have been averted. The Scott family and other Rachel's Challenge certified presenters have reached millions more 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 bestseller "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.

### Contact

For more information on how to have a Rachel's Challenge event at your school or conference, please contact us at 877-895-7060, or visit our website at [www.rachelschallenge.org](http://www.rachelschallenge.org).