RachelsChallenge

Press Release

Rachel's Challenge Helps Schools Build Safer, Kinder, More Connected Cultures

Nonprofit founded in honor of Rachel Joy Scott has reached more than 35 million people

For Immediate Release

Month Day, Year

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CENTENNIAL, Colo. Rachel's Challenge, a nonprofit founded in honor of Rachel Joy Scott, continues to help K-12 schools across the country replace bullying, isolation and violence with kindness and connection. Rachel was the first person killed in the Columbine High School shooting on April 20, 1999.

Rachel was known for reaching out to students who were new, struggling, picked on or alone. After her death, many of those students told her family how much her friendship had meant. One young man said it kept him from taking his own life.

A month after the shooting, Rachel's father, Darrell Scott, testified before a U.S. House Judiciary subcommittee on school violence. The response to his message led Darrell and his wife, Sandy, to begin sharing Rachel's story with schools, and in 2001 they founded Rachel's Challenge.

Today, Rachel's Challenge offers age-appropriate programs for elementary, middle and high schools, including student assemblies, student leadership training, educator training and community events. The goal is to inspire students in the moment and then give schools the tools to keep that momentum going all year.

> "Rachel's Challenge is the simplest, most powerful intervention I have seen in 40 years of working in education."
>
> Dr. Robert Marzano, education researcher and author

Schools that implement Rachel's Challenge as designed have reported up to a 90% reduction in disciplinary referrals. An independent study by Multi-Dimensional Education, LLC found statistically significant gains in school climate, community engagement, faculty/student relationships and student leadership, along with a reduction in bullying.

Rachel's Challenge has reached more than 35 million students, educators and parents in all 50 states, Canada and several other countries. Its team of 25 certified presenters has served more than 20,000 schools since 2001.

At the heart of every program is a line from an essay Rachel wrote weeks before her death: "I have this theory that if one person can go out of their way to show compassion, then it will start a chain reaction of the same. People will never know how far a little kindness can go."

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About Rachel's Challenge

Rachel's Challenge is a 501(c)(3) nonprofit founded in 2001 by Darrell and Sandy Scott in honor of Rachel Joy Scott, the first student killed at Columbine High School in 1999. Using Rachel's life and writings, Rachel's Challenge helps K-12 schools build safer, more connected cultures through kindness and positive action. Its programs have reached more than 35 million people worldwide. Photos, quotes and fact sheets: rachelschallenge.org/get-info/media-kit