



A Not-for-Profit Organization

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## PRESS RELEASE

IMPACT Chicago Self-Defense for Women offers state-of-the-art self-defense programs. IMPACT has been featured on Oprah and highly praised by authors Gavin de Becker, *The Gift of Fear*, Martha McCaughey, *Real Knockouts*, and Ellen Snortland, *Beauty Bites Beast*.

In just twenty-four hours and for about \$17/hour, women learn long-lasting verbal and physical safety skills that are effective in the workplace, on the street, and in the home.

IMPACT builds on the capacity that women already have for effective self-defense: the power of their hips and legs and the ability to make good judgments, use emotions, and use their strong voices. With the support of other students and the female instructor, each woman has opportunities to practice using her voice, physical skills, judgments, and emotions in simulated attack scenarios. Because the male instructors wear heavily padded armor and are highly trained, women can deliver full force strikes and kicks. During real-life assaults, women are often shoved, fall, or are already on a bed or sofa when attacked. IMPACT, therefore, emphasizes self-defense from a prone position.

Techniques require minimal physical fitness and are beneficial to women of any size. Women from ages 14 to 70 have taken the course. Graduates report successfully stopping attacks up to eight years after completing training. Women learn to channel a fright response into a fight response.

Researchers Ozer and Bandura report in the *Journal of Personality and Social Psychology* that women who have completed the course report increased self-confidence, increased ability to set boundaries, higher self-esteem, and greater freedom in their everyday. In other research, women who have been previously assaulted report that IMPACT self-defense training facilitated their healing and increased their self-confidence because of the realism of the attack scenarios.

For more information, visit [www.IMPACTchicago.org](http://www.IMPACTchicago.org) or call 773-338-4545.