



Company Story

Founded in 2006 by Executive Directors Samuel Scott and Hersh Sandhoo, Elite Personal Safety Systems is on a mission to end violence against women by teaching them how to avoid being a predator's next victim through innovative personal safety seminars, E-learning training, and DVD courses. The company focuses on assault prevention and has developed an innovative 60-90 minute personal safety program that is fun, educational, empowering and highly effective. The program focuses on educating participants on how to be aware of their surroundings, common sense safety tips, what a predator looks for in a target, how to avoid fitting the victim profile, and how to escape the most common attacks used by predators. The program has earned rave reviews from organizations, participants, law enforcement and security personnel.

The goal was to create a program that women could learn in one session, without needing years of martial arts training and that would be highly effective in most situations. While 90% of the program is geared around awareness and avoidance, Elite Personal Safety Systems takes the next step and also teaches proven self-defense techniques that are tailored for a stun and run approach to get the victim out of danger as quickly as possible.

The company has further adapted the program for teen and college age women who are the highest risk group based on the Department of Justice survey that showed; 1 in 4 women who enter college will be a victim of an assault by the time they graduate and that women between the ages of 16 and 24 are 4 times more likely to be a victim of rape than any other age group.

In order to expand the program's reach, Elite Personal Safety Systems created a certified instructor program that allows licensees to learn and teach the program, further extending the reach and spread of this vital knowledge. The company is on track to have over two hundred licensed instructors in the United States by the end of 2014.

In 2011, the company created the Women's Personal Safety Network as a free online resource for women's personal safety. It has quickly become the number one source of personal safety information on the Internet. theWPSN.com website is full of articles, tips, resources, and videos on personal safety issues for women. The site also looks at attacks reported in the media and analyzes them for its readers so they can learn what to do if they were in a similar situation. The Women's Personal Safety Network has also established a strong social media presence and is now an integral part of the company's awareness and outreach programs.



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