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# 2015

# MEDIA KIT

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The Affirmative Consent Project is a nonprofit organization building an online community to combat sexual assault on & off college campuses

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*"Morano sees the contract as a way to make a point about having sex: Are they sure the feeling is mutual? We hope that people will just look at it," she said. "Maybe it slows them down for a tenth of a second. They look at each other and say, 'We're sure, right?'" - Minneapolis Star Tribune*

*'These contracts are a very good idea. They take away any doubt or misunderstanding, which is one of the leading causes of accusations of sexual assault. When you have apps like Tinder making sex purely recreational, why not have an app or contract to protect yourself?' - Sally B., College Health Professional*



## About the Project

*The Affirmative Consent Project* is on the front line of the affirmative consent movement. Our goal is to help young people include affirmative consent in their sexual relationships, which will result in lowering the rate of campus assault and other violent incidents. We are creating an easy path to teaching 'yes means yes'.

How we got here:

*John and Cody:* We started the business after we were watching a report about an athlete being accused of sexual assault, and we were wondering if there was a way to combat this issue, so that incidents like the one we were following would have a more direct line of recourse. Once we had decided that we wanted to be part of the solution, we reached out to Alison to ask what her technical solutions might be.

*Alison:* When John and Cody came to me, I was really interested in helping them bring this project to life. Our first thoughts were to create an app that could be used during a sexual encounter, and record consent from each party. However, we realized that there were probably other people with the same idea, so we took a different tack. We decided to build a community. An affirmative consent resource that everyone could use to both learn about the movement, and also showcase their solutions. This turned out to be the correct decision, because we have seen that we were right - more than a year later, several different versions of 'consent apps' are now on the market but we are the only resource of our kind so far.

Since we started our campaign months before the first Affirmative Consent law was passed in California, we were able to track the first piece of legislation (both positive and negative opinions), on our blog. Given that there was so much coverage of this groundbreaking legislation, the website quickly grew to several hundred pages. Since that time, the website has grown to more than 1500 pages, and we have full line of 'consent products', such as our Consent Kits (The kit includes a guide to Affirmative Consent policies, a consent agreement, and also includes a condom and a breath mint to help reinforce affirmative consent as a part of sexual activity.) Other products are #consentconscious wristbands, t-shirts, iPhone cases, laptop skins, and more. This part of the business is changing every day as more and more messaging is created by both the students involved in the movement, and the media's coining of phrases.

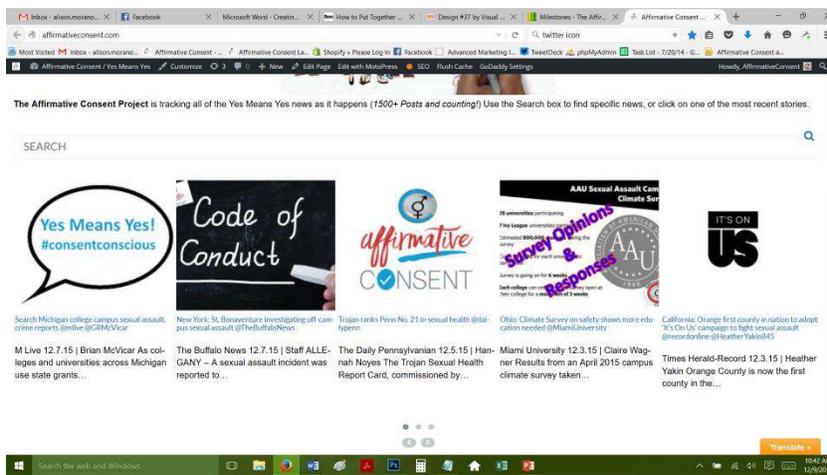
We believe that there is a huge need for both our community and our products. As this movement continues to build, The Affirmative Consent Project will be there to provide information, resources and useful products.



## The Components:

Our website and products are aimed at fostering healthy communications, safe encounters, and experiences for individual safety and security. Our products promote affirmative consent, by advertising awareness and sexual respect.

## Daily Consent News and Updates



The [Affirmative Consent Project daily blog](#) posts all the news, opinions and updates about Affirmative Consent & Yes Means Yes subjects across the world. We track information about sexual assault (on and off campus), college life, high school consent education, sexual respect and any other news that affects everyday safety.

## '50 States of Consent'



The Affirmative Consent Project ['50 States of Consent'](#) tracks state policy and laws as they are written and passed.



# The KIT



Our 'Consent Kits' are designed to help college students take a moment and talk about sex.

The Consent Kits are meant to change the sexual consent paradigm and to ultimately transform how people treat one another.

The Affirmative Consent Kit includes:

- Consent Contract/GuideCard
- Condom
- Breath Mints (take a moment/take a breath)

- The kits are designed to fit in your pocket...or your purse.
- Everything you need. Everywhere you go.
- When you reach for protection (which we include), remember consent.
- Our kits are designed to spark conversation.
- Whether you sign them or not - they are a reminder to talk to each other.

### The Consent Guides/Contracts: When Relative Strangers Become Intimate Partners



The consent contract/guide card combines both a guide to affirmative consent, and our consent contracts - you're changing the conversation, and we want to help.

\*The Affirmative Consent Card is not a legally binding document. Consent can be revoked at any time. Please seek professional guidance if there is an incident that has put either party at risk or in danger.

## Consent Gear: Are you #consentconscious?

The Affirmative Consent Project offers a full line of products promoting the idea of consent, and sexual responsibility and respect at our sister site: <http://www.consentgear.com>

Our headline product are our 'Consent Kits', but we also feature #consentconscious t-shirts, mugs, iphone covers and more.

We have our own original designs, as well as a new 'college campus' line of unique tshirts that are made to order for individual schools featuring their school colors, or Greek logos. Below are some examples of the products for sale at the site.



University of Pikeville (KY)



Keep Calm and Consent On Hoodie



Iphone Case  
University of N. Florida



(Español)



(Deutsch)



(Français)

International T-shirt Designs



## Our Team



**Alison Berke Morano**  
Co-Founder

Managing Director/Digital Director Product/R&D/Client Engagement: 20 years in digital content marketing / 10 years in Politics & Policy



**Cody Collins**  
Co-Founder

Sales and Marketing / R&D / Finance Oversight. 10 years of business management experience.



**John Chauncey**  
Co-Founder

Creative Director, Sales and Marketing.

## Advisory Board

**Aliza Sherman (Yuma, AZ):** Aliza is a Web Pioneer, Social Media Consultant: provides mindful, high-level strategic digital marketing consulting services to companies and nonprofit organizations.

**Marcus Garza (Washington, DC):** Marcus is a Former Obama for America Regional Political Director, Assistant Legislative Director - Rep. Carolyn McCarthy/also Rep. Tulsi Gabbard. Current: Policy and Advocacy Manager at Alliance for the Adoption of Innovations in Medicine (Aimed Alliance)

**Jade Reindl (Tallahassee, FL):** Jade is a student at FSU, is National Chairperson at International Youth Council USA and Southern Regional Organizer at Generation Progress Past: Florida College Democrats and Campaign for a Presidential Youth Council

**Jeffrey Fishman (NY/Pomano Beach, FL):** Jeff is an accountant, playwright, and is currently working on a web series project.

**Rhett Bullard (White Springs, FL):** Rhett is an attorney in Live Oak, FL, and also Mayor of White Springs, FL.



**Rita Ferrandino (Sarasota, FL):** Rita is a founding partner at Arc Capital Development, a private equity investment firm working with companies in the education industry.

**Maya Brown (Miami, FL):** Maya is a graduate student at Florida International University (FIU), was a campus organizer with NextGen Climate, and has written a thesis paper about Campus Sexual Assault and consent: : <http://affirmativeconsent.com/consent-news/students-and-consent/queering-the-collective-by-maya-brown-a-college-students-view/?hvid=40c237>)

## Partners



### It's On Us

White House Public Awareness Campaign to Help Prevent Campus Sexual Assault.



### Aliza Sherman/Media Egg

Web and social mobile pioneer whose work helped shape the early new media industry.



### Arc Capital Development

Arc works with clients to help identify funding sources and to formulate strategic and tactical plans to achieve their funding goals.



### Keep Her Safe

Keep Her Safe mobilizes parents to use their purchasing power to stop campus sexual assault.



## Press Releases

TAMPA, Fla., Feb. 25, 2015, Consent Gamechangers, LLC officially launched the Affirmative Consent (Yes means Yes) project today: [www.affirmativeconsent.com](http://www.affirmativeconsent.com)

The [affirmativeconsent.com](http://affirmativeconsent.com) project was initiated to keep both students and parents informed about the subject of 'yes means yes', including articles, opinions, and the fast growing affirmative consent movement from all sides. We hope that the general public will find this information beneficial as the affirmative consent standards and the conversation takes shape.

"The goal of [Affirmativeconsent.com](http://Affirmativeconsent.com) is to change the consensual sex conversation. There is a lot of information coming at everyone very fast about consent, new affirmative consent laws, college policy, and what is and isn't a good way to handle the consent conversation. Most recently, the topic of affirmative consent has coincided with the release of the movie "50 Shades of Grey". This movie has prompted a series of articles about consent and safety between individuals. [Affirmativeconsent.com](http://Affirmativeconsent.com) is designed to promote a deeper discussion about consent, and the responsibility that comes with it. This understanding is especially important when you're a first time student in a new environment." – *Cody Collins, Consent Game Changers, Co-Founder*

In the past six months, a law has been adopted in California, and bills have launched in several other states. New legislation is already being introduced in Hawaii, Connecticut, New York, New Hampshire, Arizona, Maine, Maryland, New Jersey, Minnesota, Ohio, Illinois, Philadelphia and Utah. [AffirmativeConsent.com](http://AffirmativeConsent.com) has compiled a section on the website that is tracking these online stories, trends and policy (50 States of Consent).

In addition, the countries of Great Britain and Canada have directed their college boards to include affirmative consent (or 'yes means yes') policies in their national standards, AC is also tracking these updates ([worldconsent.com](http://worldconsent.com)).

For more information: [www.affirmativeconsent.com](http://www.affirmativeconsent.com)

### **About Affirmative Consent:**

The Affirmative Consent Project is a tool for college students, young adults, parents and others. There are nearly 600 posts, and the site is updated daily.

The Affirmative Consent marketing program is an integration of educational resources, as well as associated merchandise. Open comments are encouraged in posts. Affirmative Consent also uses an aggressive social media strategy, which includes Twitter, Facebook, Instagram, Pinterest, Tumblr, YouTube, and other social platforms.



FOR IMMEDIATE RELEASE

August 27, 2015

## FLORIDA IS GROUND ZERO TO STOP CAMPUS SEXUAL ASSAULT

### **2 Florida Women Work to Stop Campus Sexual Assault as Students Head Back to School**

**Orlando, Fla** Of the nearly one million high school girls transitioning to college this month, statistics indicate that 200,000 will be sexually assaulted before graduation. While much focus is on how colleges and universities handle complaints of sexual assault, Alison Berke and Sheri Heitker Dixon believe prevention programs that approach the issue from the front end will more effectively stop campus sexual violence.

- **Affirmative Consent Project:** Tools to help students have safer, more responsible, sexual encounters (College Hookups).
- **Keep Her Safe:** Tools to help parents press colleges and universities to effectively prevent sexual assault

Berke's organization *The Affirmative Consent Project* is promoting Affirmative Consent (Yes means Yes) as a solution. Heitker Dixon is founder of *Keep Her Safe* which is encouraging parents to look for prevention programs that include affirmative consent when choosing a school with their daughters.

"If my daughter is filing a complaint with a Title IX coordinator, I view that as a big failure no matter how good the complaint process is." said Heitker Dixon. "I want to know that schools are using effective programs to prevent assault. It is critical that administrations include affirmative consent and healthy relationship education in their prevention programs."

*Keep Her Safe* mobilizes parents to stop campus sexual assault by making it a consumer issue. Parents are using the *Keep Her Safe Parent Toolkit* a free online downloadable program that guides them through the school selection process and coaches them on advocating for campuses that are safe from sexual assault. With the cost of 4-year degrees ranging from \$25,000 to \$250,000, it makes sense that parents consider safe from sexual assault a major selection criterion just as they consider aspects such as curriculum, location, size and campus amenities.

"*The Affirmative Consent Project* works to create awareness about new school policies and state laws that promote education about campus safety, as well as a more reliable and responsive reporting system if an incident has occurred." stated Berke "Most importantly, affirmative consent education will help two consenting adults have a responsible conversation about consent, and what that means. Communication is the first step to a responsible encounter, which will lead to less confusion about consent."

*The Affirmative Consent Project* is on the front end of the affirmative consent movement. Many schools are including affirmative consent in their prevention training, and several states have passed *Yes Means Yes* Legislation that requires sexual partners to get affirmative, verbal, and ongoing consent. To help



young people include affirmative consent in their sexual relationships, The Affirmative Consent Project offers a consent kit that includes a guide to Affirmative Consent policies, a consent agreement, and also includes a condom and a breath mint to help reinforce affirmative consent as a part of sexual activity.

### About Keep Her Safe

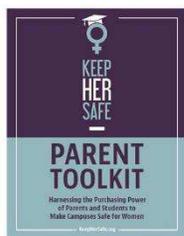
*Keep Her Safe* is mobilizing parents to stop campus sexual assault by making it a consumer issue. The *Keep Her Safe Parent Toolkit* guides parents in assessing and institution's attitudes about sexual assault and its systems for keeping women safe on campus. It then guides them in advocating to school administrators that campuses be safe from sexual assault.

### About The Affirmative Consent Project

The *Affirmative Consent Project* is a website and resource center dedicated to tracking the news and policy updates concerning the Affirmative Consent and Yes Means Yes standard. The website offers a daily update with current news and opinions covering new legislation, school policy and other information that keeps today's students and parents informed and current. The Affirmative Consent Marketplace "Consent Gear" also offers products such as t-shirts, phone covers, and other items with positive messaging about relationship safety and campus safety.

###

For More Information, Contact:



<http://www.KeepHerSafe.org>  
[@keepersafe](#)

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*The Conversation is Changing*

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