



## Media Alert

**For Immediate Release:**

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**For More Information, Contact:**

BreakDown STL

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### BREAKDOWN STL ANNOUNCES NEW ADVANCEMENT DIRECTOR



**Chesterfield, MO (December 2011).** BreakDown STL is pleased to announce Terri Kraham has joined BreakDown STL as their new Advancement Director.

Everyday teens are bombarded with harmful messages and inaccurate information which can result in risky behavior and life altering consequences that could even lead to death. BreakDown STL is a not for profit 501 (c) (3) organization that empowers teens to make positive choices regarding sex, relationships, drugs, alcohol, self-harm, bullying and suicide by providing candid and preventative health education in a variety of formats.

BreakDown STL provides high energy peer-to-peer presentations in middle and high schools that integrate real-life situations with contemporary music, dance, drama, multi-media and motivational speakers at no cost to the school.

As the new Advancement Director for BreakDown STL, Kraham will be responsible for helping to launch additional BreakDown STL "OnStage" peer-to-peer teams as well as several new programs for the organization including BreakDown "OffStage" which are peer-to-peer follow up groups, as well as an "InClass" component that will bring a certified adult educator into the classroom.

*"We are excited to bring Terri Kraham on board and are looking forward to catapulting BreakDown STL to the next level,"* stated Jenna Imergoot, Executive Director of BreakDown STL *"It is inspiring to see someone with so much passion for our mission and true desire to make a difference in the lives of our youth. We are confident in her abilities and look forward to her helping with the expansion of BreakDown STL."*

Kraham believes that by educating, empowering and lifting up today's youth that they will be able to realize their true potential, take ownership of their lives and become our future leaders, world changers and mentors of tomorrow. For the past 10+ years she has dedicated her life to impacting the youth. She has worked for a larger youth based non-profit, driving in revenue, managing campaigns, coordinating signature fundraising events, working closely with a large board of directors and using her creative talent to work on advertising and PR. She spent many years working with various school districts and has owned and operated her own youth based small business, bringing entrepreneurial skills to the organization as well. With three future world changers of her own, a supportive husband and a passion for the youth of our nation, she is excited to be a part of an organization that is changing lives every day and inspiring, impacting and giving hope to our youth.

*"From my perspective, BreakDown STL is the single most important organization in America today that implores our nation's youth to make the right decisions on sexual behavior that has lifetime consequences,"* said John Cannon Vice-President, Lab Architect Science & Technology at HOK and BreakDown STL board member

There is no better way to ensure today's youth understand the damaging cultural health epidemics affecting them and how they can reverse the outcome than to show them. By integrating dance, drama, motivational speaking and multimedia into a high energy presentation suitable for schools, as well as church and community groups, BreakDown STL empowers and encourages even the most skeptical teen to value themselves and their long-term physical and mental health.

*"I think BreakDown STL really related to us. Everything you said and did in the presentation is exactly what happens in our lives. As I watched, I thought "I've Been There", I've Seen That", I've Felt That". I appreciated your honesty and that you didn't try to sugar coat anything like other programs do. A lot of points really hit home for me and a lot of people. Thanks for caring about us, being bold and willing to do what you do!"* 17 yr old female Fort Zumwalt North High School

### **About BreakDown STL**

Established in 2006 by founder and Executive Director, Jenna Imergoot. BreakDown STL is a non-profit 501 (c) (3) organization that empowers teens to make positive choices regarding sex, relationships, drugs, alcohol, self-harm, bullying and suicide by providing candid and preventative health education in a variety of formats. BreakDown STL provides high energy peer-to-peer presentations in middle and high schools that integrate real-life situations with contemporary music, dance, drama, multi-media and motivational speakers at no cost to the school. Their presentations are also seen in church and community groups. Due to the tremendous impact they are making they are in the process of expanding and adding new programs such as their additional "OnStage" team in the inner city, "OffStage" peer-to-peer follow up groups and "In Class" component that will provide a certified educator in the classroom. Learn more about BreakDown STL at [www.breakdownstl.org](http://www.breakdownstl.org) friend BreakDown STL on Facebook or follow the group on Twitter.

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