



## **FOR IMMEDIATE RELEASE**

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# **New Award to Recognize Campus Programming that Addresses Hazing**

INDIANAPOLIS – Zeta Tau Alpha Fraternity for women, the Zeta Tau Alpha Foundation, Inc. and HazingPrevention.Org announce the Zeta Tau Alpha Award for Innovation in Hazing Prevention and Education. This initiative will annually award one college or university \$10,000 for its innovative, comprehensive, year-round hazing prevention programming focusing on education and effective intervention efforts.

Zeta Tau Alpha has committed to financial sponsorship of the award for the next five years to help address this complex issue facing higher education. With this award, ZTA and HazingPrevention.Org seek to:

- Motivate higher education stakeholders to counter hazing on their campuses;
- Recognize and reward the good work being done to prevent and address hazing on college campuses;
- Encourage campuses to initiate comprehensive efforts to combat hazing;
- Promote the most effective practices based on the criteria set forth;
- Provide campus-based personnel with leverage to create campus buy-in for such efforts.

“Hazing is not just a problem faced by only Greek organizations or college athletics; it has become pervasive and insidious across the entire campus,” said Deb Ensor, Executive Director of Zeta Tau Alpha. “ZTA is dedicated to and invested in making strides to reduce hazing in higher education.”

Award applications are available at [www.hazingprevention.org](http://www.hazingprevention.org) and are due November 15, 2009. The first Zeta Tau Alpha Award for Innovation in Hazing Prevention and Education will be given at the NASPA Annual Conference in March 2010.

The award will recognize one campus whose efforts are:

- Created through collaboration across the institution;
- Holistic in nature, focused on a wide range of audiences both within and external to the campus;
- Supported by senior-level administration with a plan for institutionalization and on-going commitment;
- Grounded in research (either campus specific or national) and proven prevention practices, and assessed for future evolution and improvement;
- Included in short and long-term planning initiatives for wellness and community safety;
- Strategic about how the prize money will be used to further these efforts.

“We are just beginning to have data available about the prevalence of hazing from research conducted over the past decade,” said Tracy Maxwell, Executive Director of HazingPrevention.Org, “but we have quite a bit of research-based information about what works in regard to prevention. We want to encourage campuses to utilize that knowledge to develop hazing prevention programming that will work. If they do, we believe we can reduce the effects and incidence of hazing significantly.”

Zeta Tau Alpha has 147 active collegiate chapters and more than 198,000 members worldwide. One of the nation’s largest sororities, ZTA develops members’ leadership, academic and service skills. The ZTA Foundation, the philanthropic and fund raising arm of the Fraternity, leads efforts in breast cancer education and awareness, provides \$280,000 in scholarships annually, and sponsors educational and leadership opportunities for members and others.

HazingPrevention.Org is a non-profit organization whose mission is to empower individuals – through education and collaboration – to expect and create groups that value human dignity. This is accomplished through recognition of anti-hazing heroes, and sponsorship of several annual educational programs including: The National Hazing Symposium, held each fall; National Hazing Prevention Week, the last week of September annually; and The Interdisciplinary Institute for Hazing Intervention, for professionals and volunteers held each in summer. For more information, go to [www.hazingprevention.org](http://www.hazingprevention.org)