

Inaugural Run Across America For Trauma Awareness (#RAAFTA) Event

LOS ANGELES, Calif., May 19, 2021 (SEND2PRESS NEWSWIRE) – Media Alert: June 19 – 27 2021 – Compassion Prison Project (CPP) is very pleased to announce their Inaugural Run Across America For Trauma Awareness (#RAAFTA) fundraising event in partnership with Be The Good. The objective is to run a cumulative 3,000 miles, so only by joining together can we reach our goal. Participants of all ages and abilities are welcome to run, walk, stroll or roll in the great outdoors to support this wonderful cause.

The logo for the 2021 Run Across America for Trauma Awareness event. It features the text "2021 Run Across America for" in purple and black, followed by "TRAUMA" in large, bold, black letters. Three teal silhouettes of runners are positioned behind the word "TRAUMA". Below "TRAUMA" is the word "awareness" in a smaller, black, lowercase font. To the left of "awareness" is a purple banner with the dates "june 19" and "27" in yellow. Below the text is a horizontal bar with six colored segments: blue, yellow, red, purple, green, and orange. At the bottom left is the logo for Compassion Prison Project, which includes a stylized icon of a prison cell and the text "Compassion Prison Project". At the bottom right is the slogan "Run for it, not from it." in purple and black.

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CPP's mission is to transform our nation's prisons, currently places of repetitive traumatization and isolation, into centers for healing and education. Based on the Norwegian correctional model, CPP's focus is on Adverse Childhood Experience (ACE) awareness and trauma-responsive training.

Long after the fresh air endorphin glow wears off, participants can feel great about their efforts to support the most traumatized people in our society. All proceeds from the \$10 registration fee and from monies raised by sponsoring friends and family goes directly toward supporting CPP's mission.

Best known for its widely acclaimed short film “Step Inside the Circle,” CPP’s goal for 2021 is to establish ten pilot prison programs across the U.S. These programs will highlight the proven healing modalities and professionally designed trauma curriculum CPP has developed for use by both prison residents as well as staff.

CPP’s advocacy work includes the newly launched Compassion in Action podcast which welcomes acclaimed experts in the field of trauma research including Dr. Gabor Mate’, CDC ACE study Co-Founder Dr. Vincent Felitti and coming soon Dr. Bruce Perry and Dr. Bessel Van der Kolk.

If you would like more information about the #RAAFTA event, or to schedule an interview, please email media@compassionprisonproject.org.

Registration for the event: <https://compassionprisonproject.org/raafta>

Compassion Prison Project is a 501(c)(3), non-profit organization. Founded in 2019, our mission is to transform prisons and communities through compassionate action. Learn more at: <https://compassionprisonproject.org/>

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