



FOR IMMEDIATE RELEASE

96.5 Tic's Craig & Company Fights Back! *"What every woman needs to know"*

September 18, 2008, East Hartford, CT – Craig & Co is pleased to announce that they are joining forces with self-protection Instructor, Richard Kohler, from the Premier Martial Arts center to expose all women to the most devastating fighting system in the world, Commando Krav Maga (CKM). The CKM system is based on simple and reflexive moves; however, these self-defense techniques have the ability to save lives.

Due to the recent attacks throughout our state universities, 96.5TIC morning host, Christine Lee, was inspired to help other women and bring awareness to the CKM System she has been recently learning from Kohler. She states, "I feel so empowered with this class and I'm shocked with the results. I have lost weight and something inside of me has changed! I need to share this; this is something very near and dear to my heart." Additionally, Craig & Co is donating the proceeds from this event to My Sisters' Place located in Hartford CT, which helps battered women and their children. "As a result of attending our event, you will not only be helping yourself, you will be helping someone else too."

Kohler has been teaching self-protection for over eighteen years and is only one out of four instructors in CT that even teach this Israeli fighting system. He affirms, "This is not like your typical self-defense class, and I'm not here to simply just simulate a situation. I'm here to make it as real as possible and teach you how to handle an attacker, even multiple attackers, no matter a person's size."

On Saturday, September 27th and Sunday, September 28th Kohler and Lee will be holding classes at 1:00 PM, 3:00 PM and 5:00 PM (on both days) at the studio on 40 Main Street in East Hartford. The classes will run approximately an hour and a half. To register and book your spot, you must call 860.569.0545. There is a minimum \$5.00 donation at the door; however, if you donate at least \$20.00 you receive either a free T-shirt, or a *Hands-Off HipPurse*. (*Please note: All four Premier Martial Arts centers will be collecting donations throughout the entire weekend - Canton, Cheshire, East Hartford, Ellington.*)

They ask all women to dress in comfortable clothes, clean sneakers and be ready to be enlightened!

The event is sponsored by www.HipPurse.com - www.Oldglory.com and www.Pricechopper.com

For more information please visit www.craigandcofightsback.com

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