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IN-HOME SELF DEFENSE PROTECTION PARTIES PROVIDE RELIEF FROM ESCALATING FUEL COSTS

Because of the escalating fuel costs, many businesses ponder how to get more customers to come to them. Conversely upstart professional security services company Defensive Countermeasures Institute, LLC is saving their clients precious gas money by going to them.

GRAND RAPIDS, May 19, 2008—Defensive Countermeasures Institute, LLC, a professional security services company headquartered in Barry County is traveling all over West Michigan training women, teens and children to be able to defend themselves through two-hour mobile protection parties consisting of technical training on domain awareness, making smart choices to avoid any confrontation and fundamental, easy to remember techniques should they ever get into a dangerous situation.

The fledgling West Michigan-based company teaches dozens of self defense tips and techniques via in-home parties, similar to Tupperware and Pampered Chef promotions. It also is providing women e-books as well as making information available online.

The party model isn't new, co-founder Laurie Ayers says. "Instead of in-home demonstrations to sell house wares and jewelry, we're providing a valuable service – self defense – which we bring to the customer. Rather than worry about how much gas is left in the vehicle for the week, we offer the opportunity to train with friends, on your schedule, in the comfort of your own home."

"We want women, youth and children to attend the party and come away more confident and competent to recognize and deter potentially dangerous situations," Ayers says.

While Defensive Countermeasures (DCI), founded in February 2007, is a niche service provider, they don't try to compete with the martial arts schools, but rather are chipping off a piece of a market they want. They facilitate both mobile corporate and residential security services.

Defensive Countermeasures Residential Protection Party division's marketing strategy, in addition to the parties, is to modify the workshops for specific participant appeal. They offer convenient in-home Protection Parties with safety techniques that are easy to learn and remember. They offer a variety of workshops:

- EXPRESS DEFENSE: Learn how to avoid becoming a victim as well as quick and effective techniques to use should an attacker mess with the wrong person (you!). A vital class for all women.
- MOTHER/DAUGHTER: Bonding, memorable and fun workshop for moms and daughters to train together.
- COLLEGE CO-EDS: Personal security techniques while on campus and in adult social settings.
- TOTALLY TEENS: Geared toward tweens and teens who want more independence and parents who want more assurance that their 11-16 year old can defend herself.
- TRAIN UP A CHILD: Age appropriate training for children ages 3-10. Great for pre-schools, scouts, birthday parties, play dates and day care centers.

Ayers, former owner of LA Self Defense, is now Director of Marketing and Training Development for DCI and heads up the residential division "At DCI we just found that existing self defense workshops were not convenient, comfortable or affordable for women. So that's where we came up with the idea," Ayers says.

"Laurie brings a wealth of self-defense and security knowledge to the company and has been an integral part since its formation," says Kent R. Jones, Executive Director of Operations for DCI. Jones, a former US Army Green Beret, draws upon expertise from over 30 years of combined military and federal government service.

Together Jones and Ayers agreed there was a great need to empower citizens through the development of personal security strategies and solutions and the best way to deliver the vital information and training was to go straight to the consumer. "Awareness, Prevention and Survival are too important to ignore," Jones says "We are so passionate about this subject that we try to eliminate all obstacles and make it possible for any woman, teen or child to attend a workshop – including providing relief from escalating fuel costs.

For more information visit www.DefensiveCountermeasures.com or call 616.240.2426