



CAMPAIGN REACHES THOUSANDS OF STUDENTS

Promotes Internet Safety and Bullying Prevention

Sgarlata Represents “Voice for America’s Youth” as Miss America Pageant Nears

Together with i-SAFE Inc., Miss Virginia Adrianna Sgarlata, the “Voice for America’s Youth,” is crisscrossing her home state of Virginia, traveling over 5,000 miles per month, and reaching thousands of Virginia students to personally educate them about safe Internet use and how to prevent cyber bullying.

Sgarlata’s mission to students on Internet safety and cyber bullying is a critical plank in her platform as her campaign leads up to the Miss America pageant in January. A tireless advocate for Internet safety education, Sgarlata joined with i-SAFE to educate an ever widening range of people. From members on Capitol Hill, to appearances at schools, universities, and community events, her tour finds her addressing student leadership conferences, Rotary Clubs, and PTA meetings from Jonesville to Bristol, Norfolk to Roanoke to Fairfax and beyond, throughout the United States and Canada.

Recently, the spotlight was on Adrianna as she appeared as a special guest at the opening ceremony of the Washington Capitals’ hockey game. She was also the featured speaker at the regional DECA Leadership conference held in Arlington, Virginia, and again at the National Conference of the Hamilton Fish Institute on School and Community Violence – Persistently Safe Schools 2006 held in Washington, D.C.

All the while Adrianna never missed a beat in her busy schedule, visiting classrooms and speaking at school assemblies including Cedar Lee Middle School in Bealeton, Community School in Roanoke, Ladd Elementary School in Waynesboro, and Mortimer Y. Sutherland Middle School in Charlottesville. In December, she will be speaking to the Career and Technical Department at Mount Vernon High School in Alexandria as an in-school field trip.

“Our school had a wonderful visit from Miss Sgarlata,” gushed Brenda vonSeldeneck, computer lab teacher at Ladd Elementary School. “She visited the fourth and fifth grade classes and talked



with them about responsible use of the Internet and steps they could take to avoid falling victim to cyber bullies. The students, teachers, and staff appreciated the time she spent talking about these important issues that we face with today’s technologies.”

Because her platform stresses ending cyber bullying, Sgarlata was invited as a guest speaker first at the Virginia Attorney General Task Force meeting in Virginia Beach, and later at the Bully-Free Virginia Kick-off Conference in Richmond.

As part of Governor Tim Kaine’s “Prevention Comes First” initiative, Sgarlata took a stand against illicit drug use before bringing her Miss Virginia crown to historic Jamestown. She has already been actively involved there in the pre-events for America’s 400th anniversary. Adrianna plans to continue her involvement up through the town’s quadricentennial celebration in May.

Since being crowned in June, she has visited more than a dozen schools and appeared at over 200 events reaching more than 15,000 students in Virginia.

i-SAFE Involvement

Sgarlata appears in i-SAFE Public Service Announcements (PSAs) airing on Virginia's local television stations. Her continuing mission, shared with i-SAFE, is one of raising awareness among children, parents, educators, and communities about staying safe online.

"We are proud to have Adrianna as part of our team as she represents the Voice for America's Youth and competes for the crown of Miss America," said Teri Schroeder, president and CEO of i-SAFE. "As a victim of bullying, she is able to connect with today's youth. She has already been instrumental in helping students throughout the country make better decisions on the Internet."

"My goal is to reach as many students as possible about Internet safety and to continue to focus on cyber bullying prevention,"

According to a 2005–2006 National Assessment Center (NAC) report, 25 percent of high-school students know someone who has been bullied, and 11 percent report having been cyber-stalked. In addition, 32 percent of students admit to sometimes saying something mean or hurtful online.

As a bully victim who nearly lost her own life in elementary and middle school, Adrianna has experienced firsthand the pain and humiliation that accompanies this kind of childhood harassment. And now that bullies can extend this harassment to their victim's home computer or mobile phone, she is even more dedicated to preparing children by giving them the tools they need to protect themselves on the Internet.

"My goal is to reach as many students as possible about Internet safety and to continue to focus on cyber bullying prevention," said Sgarlata. "By working with i-SAFE, I can reach young people across the country with this vital message and empower them to share this knowledge with others."



About i-SAFE Inc.

Founded in 1998 and active in all 50 states, i-SAFE Inc. is the leader in Internet safety education. i-SAFE provides knowledge that will enable them to recognize and avoid dangerous, destructive, or unlawful online behavior, and to respond appropriately.

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