

FOR IMMEDIATE RELEASE

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Association of ESD Professionals Announces …

Vibrant Website Redesign & Brand Reveal

Worldwide, July 13, 2022 – The Association of ESD Professionals is thrilled to announce the unveiling of a new website and updated branding, complete with a warm and welcoming look and voice. These long-awaited changes mark a turning point in the Association’s development—the launch of a new strategy to reflect the many stories and faces of the inspiring community it serves.

As empowerment self-defense professionals, we come from all over the world, carrying into our work a wide range of beliefs, pedagogies, systems, and experiences. The Association strives to unite these diverse voices, to unite the field according to what we have in common: A shared mission to end violence and a dedication to do this work with open hearts. With its new website and branding, the Association hopes to capture a little bit of the vibrancy, passion, and warmth and that make the ESD community so exceptional.

“The Association of ESD Professionals welcomes empowerment self-defense practitioners from all over the world with open arms. Whether you are an instructor, researcher, writer, journalist, advocate, or are working in another violence-prevention field and believe in the principles of ESD, we want to support you. We hope that our website and voice will convey this.” —Samantha Waterman, Executive Director of the Association.

Discover the new Association of ESD Professionals website at [www.esdprofessionals.org](http://www.esdprofessionals.org).

You can also follow every exciting new milestone on social media at the following links:

[Instagram](https://www.instagram.com/esdprofessionals/) | [Facebook](https://www.facebook.com/ESDProfessionals) | [Twitter](http://twitter.com/esdprofessional) | [LinkedIn](https://www.linkedin.com/company/73803819/admin/)