



FOR IMMEDIATE RELEASE

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AliveTek Partners with the University of Virginia's Gordie Center to Expand its Growing Hazing Prevention Suite of Products

Clearwater, FL, September 1, 2021 — AliveTek, Inc, a leader in e-learning development, is proud to partner with the University of Virginia's Gordie Center in the launch of ***HAZE: The Risks of Alcohol and Hazing***, a new e-learning course for high school and college students.

Alcohol and hazing incidents and deaths are dangerously connected. According to Franklin College hazing researcher Hank Nuwer, over 250 hazing deaths have occurred in the United States since 1838, with 100 deaths occurring between 2000 and 2021. **Alcohol overdose is the most frequent cause of death.** For the hazer, alcohol lowers the feeling of responsibility and guilt in the harming of new members. For those being hazed, alcohol reduces their ability to accurately assess risk, increases anxiety about the unknown aspects of hazing, and prevents them from making rational decisions, especially if they are looking for belonging on a group or team and feeling pressure from those hazing them.

The Gordie Center produced *HAZE*, a documentary film connecting the dots between alcohol and hazing on campus, after Lynn Gordon "Gordie" Bailey, Jr., died of a hazing-related alcohol overdose at the University of Colorado on fraternity bid night in September 2004. Their PUBS acronym provides a simple, easy-to-remember guide to help students identify an alcohol emergency – information that could have saved Gordie's life. "The Gordie Center is excited to partner with AliveTek to share Gordie's story and expand our education on the PUBS signs of alcohol overdose," said Susie Bruce, Director of the Gordie Center. "We want all students to know that hazing can happen to anyone and that they have the power to save a life."

“We are proud to partner with the Gordie Center and look forward to telling Gordie’s story to all Prevent.Zone learners. We know his story will have an impact far and wide,” Sandy Mills-Alford, President and CEO of AliveTek, Inc., continued. “In order to fully discuss hazing prevention, we must include alcohol-related hazing in the conversation. By blending the Gordie Center’s *HAZE* documentary content with our comprehensive suite of tools, we are ensuring that our clients have the best resources in their toolkit to fight hazing at their institution and in their organizations.”

Course Availability

This new online course, *HAZE: The Risks of Alcohol and Hazing*, is available now, in recognition of National Hazing Prevention Week, which takes place September 20-24, 2021, and National GORDIE day on September 23, 2021. Request more information about the course today at [PREVENT.ZONE](https://prevent.zone).

About

[Prevent.Zone](https://prevent.zone) by [AliveTek, Inc.](https://alivetek.com)

AliveTek consists of eLearning specialists who are dedicated to building and supporting online education that engages today’s multi-dimensional learners. Prevent.Zone is a suite of courses by AliveTek, designed to educate students on current prevention topics and social issues.

The Gordie Center

The mission of the University of Virginia’s Gordie Center is to end hazing and substance misuse among college and high school students nationwide. The Gordie Center is dedicated to sharing Gordie Bailey's story to prevent future hazing-related alcohol overdose deaths, and works to empower students to transform their campus and community cultures through peer education and bystander intervention, using evidence-informed, student-tested resources.

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For product information or to order:
<https://prevent.zone/>

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