

**Portfolio Note:** This press release was written for a martial arts dojo who wanted to get the word out about their new training program.

For this release, I interviewed the owner to learn more about the program, the dojo, and the history of the operation. I also did a little digging on my own to see what (if any) coverage the dojo had seen in recent years.

For clarity, I've bolded the press release header below. To respect the privacy of the organizations involved, I've also changed the names and contact information.

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## Press Release: Martial Arts Training

FOR IMMEDIATE RELEASE

### **Krav Maga Dojo Unveils Tactical Training Framework for Law Enforcement**

White Plains, NY., AUG. 7, 2018 – On Monday, Elite Krav Maga unveiled a new Defensive Tactics Training program designed to educate law enforcement, first responders, and civilians on effective, nonlethal methods of detention and control. The first hour-long session of the 10-week program begins Oct. 1 and aims to equip enrollees of any skill level with the knowledge, discipline, and theory needed to create more productive encounters with the public.

Elite's Defensive Tactics Training program covers comprehensive responses to assailants who may attempt knife attacks, takedowns, and gun assaults. While the Defensive Tactics

Training is not designed to replace standard law enforcement training or public service protocols, Elite believes that its supplemental program provides a solid foundation for both new and experienced pupils.

"We wanted to create something accessible," said Jeff Davis, founder of Elite Krav Maga. "Great training needs to be easy to understand, and the techniques need to be accessible from day one."

The training utilizes seven key techniques to help officials better handle a variety of close-range encounters. Each maneuver is centered around the "Frame Technique" a close-quarters hold which creates distance between a combative opponent and offers a starting point for a variety of martial versatility. After learning the basic techniques, Davis and his team of instructors walk students through practice and implementation in a variety of training scenarios.

The Defensive Tactics Training program is offered on a 10-week basis. Each class after the first builds and refines skills taught in the previous session. Davis plans to run the program twice a year – once in the spring and again in the fall – during 2019.

To learn more about Elite's Defensive Tactics Training, please visit: <https://elitekravmaga.com>

### **About Elite Krav Maga**

Elite Krav Maga is a martial arts studio located in Ciero, NY. Founder Jeff Davis is a certified law enforcement instructor and holds a seventh-degree black belt in karate and a black belt in jiu-jitsu with over a decade of experience teaching children and adults how to defend themselves.

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