



NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS

## NEWS RELEASE

### **NFHS Joins Bag Tags, Inc. and Crisis Text Line to Provide SAFE Tags**

**FOR IMMEDIATE RELEASE**

Contact: Elliot Hopkins

INDIANAPOLIS, IN (September 19, 2019) — The National Federation of State High School Associations (NFHS), Bag Tags, Inc. and Crisis Text Line have collaborated to create the “SAFE Tag” – a luggage tag designed to offer emergency contact information for students experiencing any kind of emotional crisis.

The luggage tag shows the contact information to Crisis Text Line – a national not-for-profit organization that provides free and confidential support to those experiencing emotional crises. Bag Tags, Inc., which specializes in event credentials and has been a corporate partner of the NFHS since 2014, produced the luggage tag to help the NFHS address issues such as bullying, hazing and other social issues in schools.

Conveniently affixable to a student’s backpack, the SAFE Tag connects students to Crisis Text Line, which has processed more than 117 million messages and completed more than 27,000 active rescues across the country. By texting ‘SHIELD’ to 741741, individuals begin a conversation with a trained Crisis Counselor, who offers support and helps to de-escalate the crisis.

“We are pleased to be involved in this important service to students with Bag Tags, Inc. and Crisis Text Line,” said Karissa Niehoff, NFHS executive director. “In many cases, students don’t have

anyone to talk to them when these events occur, so having someone who will listen is a great opportunity for young people.”

With the help of the NFHS and its access to 19,500 high schools and more than 12 million athletics and activities participants through its 51 member state high school associations, the ultimate goal is to have the SAFE Tag attached to all students’ backpacks, and for its assortment of vibrant colors to become synonymous with protection, and act as a deterrent for those looking to cause harm to someone else.

“Bag Tags, Inc. is honored and excited to promote SAFE Tags alongside the NFHS and Crisis Text Line,” said Jeff Jones, Director of National Sales at Bag Tags, Inc. “We not only know that Crisis Counselors will help any student that reaches out, we also know that as long as students are provided with SAFE Tags, they will feel comfortable to reach out through the texting environment that Crisis Text Line has created.”

“Crisis Text Line is thrilled to partner with two incredible and genuine organizations – the NFHS and Bag Tags, Inc. – to bring SAFE Tags to life,” said Maggie Farah, Senior Manager of Business Development for Crisis Text Line. “The program has a massive opportunity to cast a safety net for students across the country. We’ll be here 24/7 to support their crises.”

SAFE Tags can be purchased from Bag Tags, Inc. for 99 cents apiece plus shipping and handling, with 50 percent of the proceeds going back to Crisis Text Line to support its efforts. More information, including order details, can be found here: [www.bagtagsinc.com/safe-tags/](http://www.bagtagsinc.com/safe-tags/) .

“We would urge school leaders to purchase SAFE Tags for all students in their particular school,” said Elliot Hopkins, NFHS director of sports and student services. “This would help to ensure that students are equipped with someone to contact when a crisis does occur.”

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#### **About the National Federation of State High School Associations (NFHS)**

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than

19,500 high schools and 12 million participants in high school activity programs, including more than 7.9 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at [www.nfhs.org](http://www.nfhs.org).

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