

- *Media Kit* -

[PeteCanavan.com](http://PeteCanavan.com) | [CampusSafetyUniversity.com](http://CampusSafetyUniversity.com) | [GuideToCollegeSafety.com](http://GuideToCollegeSafety.com)

Target Market Demographics:

Men & Women – 18+

Income - \$30K+

Education – High School and up

Book Summary #1: *The Ultimate Guide to College Safety*

Today's college students face threats to their personal safety that generations before did not have to deal with. New problems exist in both the digital world and the physical world, and can be harmful or even deadly. Thinking a problem won't happen to you will not make it any less likely. The solution is to be aware of what threats exist, learn how to protect yourself, and know what steps to take should a problem arise to you or around you.

The rise of the Internet, social media and cellular phones has created an interconnected world where new digital threats such as phishing attacks and identity theft can come from anywhere. Spins on traditional problems such as bullying have evolved into cyberbullying. These new personal safety concerns are something that both parents and students have to be aware of and get educated on in order to be protected and secure.

As if that wasn't enough to worry about, new offline threats in the form of terrorism, lone wolf attacks, and active shooters can threaten your safety no matter where you live, work or go to school. It can be paralyzing to think about, and it is easy to live in denial rather than have to confront these new realities.

*The Ultimate Guide To College Safety: How To Protect Yourself From Online & Offline Threats to Your Personal Safety At College & Around Campus* was created to fill the void of comprehensive personal safety information for students and their families. As the father of three boys, my oldest began college in the fall of 2017, and he was one of the factors that drove me to write this guide for all students. With over four million new students entering college each year, I realized that there was a huge need for this information. It took me the better part of two years to write, and the information it contains is the result of both my real-world experience and tons of research. The cover is simple, direct, and communicates the benefits to the reader; there is purposely no image to detract from it.

I have a combination of skills which makes me uniquely qualified to write this book:

1. I am a university public safety professional (college public safety experience)
2. I am an IT security consultant (online security expertise)
3. I am a martial artist and self-defense instructor (offline personal safety expert)

Since 1995 I have run my own information technology company and have put into practice the information detailed in the book to keep my clients' systems, networks, servers, email, accounts and web sites secure from digital threats. Many best practices are explained in an easy-to-understand format that can be followed by anyone in order to secure their own technology and online accounts.

I have trained in the martial arts and taught self-defense for over 20 years. As the result of my instruction, hundreds of men, women and children know how to protect themselves from physical threats and have increased their confidence, patience and fortitude. This book contains vital

information about how to achieve the “warrior mindset” so that you are able to persist and survive any threat to your physical safety. This training will also assist you in overcoming any obstacles that stand in your way for the rest of your life – personal or professional. Basic information about how to effectively defend yourself is included in the form of pictures with detailed descriptions that can be mastered by anyone who wishes to learn. It may not be an exact substitute for actual training, but it is a great place to start your education about physical self-defense.

As a public safety professional, I have seen what threats exist to today’s college students from the inside. Alcohol problems, party and date rape drugs, sexual assaults, prescription medication abuse, caffeine and energy drinks, dorm room security, cooking and electrical safety, and more are all covered in this comprehensive book. There are even sections on how to deal with problem roommates, hygiene and health, and maintaining the proper attitude.

Get the next best thing to being there for your child during their college years and beyond. I am confident that both you and they will benefit immensely from this book.

### Book Summary #2: *Self-Defense Survival Guide*

Featuring over 200 high-quality photos, detailed step-by-step instructions and an online video companion, you can now learn how to effectively escape, block, strike, trip and throw your attacker - regardless of your prior experience. The *Self-Defense Survival Guide* will boost your confidence, reduce your worry and stress, and allow you to enjoy a better quality of life through a greater sense of personal security.

Gain the skills, confidence and proper "warrior mindset" that will allow you to survive and keep yourself and your family safe from harm when faced with the unthinkable. Instantly learn from this comprehensive guide how to prepare yourself both physically and mentally in order to know what it takes to survive when your life depends on it! Your personal safety and the safety of your family is one of the most important responsibilities you have.

In order to protect yourself and your loved ones, you need 3 main things:

1. the right knowledge
2. the right mindset
3. the right skills

This book condenses Master Pete Canavan's 20+ years of experience teaching martial arts and reality-based self-defense classes into a simple, practical self-defense guide that can be used by anyone - from regular people with zero prior knowledge to law enforcement and military professionals.

You will learn how to use simple, effective and natural body motions in a hand-to-hand combat survival situation to emerge the victor. Anyone from the novice to the experienced person will gain some measure of knowledge from this book depending upon their prior exposure to this type of content.

### Web Site and Social Media Statistics

<b>500+</b> Unique Visitors per Month	<b>1500+</b> Page Views per Month	<b>6000+</b> Minutes Watched per Month	<b>550+</b> Youtube Subscribers	<b>1050+</b> Twitter Followers
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Press Release #1: College Safety Book

FOR IMMEDIATE RELEASE

CONTACT: Pete Canavan

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*New College Safety Book Teaches Online and Offline Safety Skills to Students*

Wilkes-Barre, PA., Sept 14, 2017 – Drawing from over two decades of experience in both self-defense and information technology, university public safety professional Peter J. Canavan has compiled comprehensive information that can help keep today's college students safer and more secure from threats in both the physical and digital world.

His new book, "The Ultimate Guide To College Safety" (available from Amazon at <http://bit.ly/tug2cs-az>) contains practical information and skills that boost confidence and increase personal safety. Students will learn enhanced awareness and mental preparedness as well as how to establish boundaries. Improving dorm room security through the use of diversion safes and UV pens is covered. Information on alcohol and drugs, active shooter safety, sexual assault prevention and physical self-defense techniques are also covered in-depth. Online safety tips include securing online profiles and social media accounts as well as how to use personal safety alarms and apps to improve student safety.

“This book is a comprehensive guide to student safety on many levels,” Canavan explains. “As an information technology consultant, self-defense instructor, university public safety professional, and parent, I am in the unique position to be able to address both online and offline safety from a college perspective.”

He offers these tips:

- It is dangerous to look at your cell phone at night because it compromises your night vision which makes it harder to identify a threat.
- Learning how to identify unsafe ATM locations such as those on corners is critical.
- There are half a dozen items in most womens' purses right now that they can use to help protect themselves. Hair spray, perfume and lotions can be sprayed or squirted into an attacker's eyes. Nail files, keys and mascara can be used as self-defense weapons if necessary.
- Online safety starts with not entering sensitive information over public Wi-Fi networks, being careful of the links you click on and by keeping your programs and anti-virus software up-to-date.

Readers can learn at their own pace and review the materials at any time with handy reference checklists included at the end of each chapter.

"My mission is to provide practical personal safety and self-defense skills in an affordable and convenient way to students and their parents through this book and corresponding website, [CampusSafetyUniversity.com](http://CampusSafetyUniversity.com)," says Canavan.

"Most of us either live in denial, or take our safety and security for granted until something changes that places us or our loved ones in harm's way," he says. "When that happens, life can take a turn for the worse, unless you are prepared for it."

More information including media kit and book request form are available by visiting <http://PeteCanavan.com> or by emailing Canavan at [Pete@PeteCanavan.com](mailto:Pete@PeteCanavan.com).

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## Press Release #2

For Immediate Release: January 20, 2016

CONTACT: Pete Canavan

888-284-5990 / [Pete@PeteCanavan.com](mailto:Pete@PeteCanavan.com)

### AUTHOR AND CONSULTANT TEACHES HOW TO INCREASE YOUR PERSONAL SAFETY THROUGH INCREASED AWARENESS AND PRACTICAL SKILLS THAT BOOST YOUR CONFIDENCE AND REDUCE YOUR STRESS.

Wilkes-Barre, Pennsylvania (January 20, 2016) - Our safety and security is something that most of us take for granted...until something changes that places us in harm's way.

When that happens, life can take a turn for the worse - unless you are prepared for it.

One man has made it his mission to provide practical personal safety and self-defense skills to a time and money-constrained public that is simply unable to undergo formal martial arts or self-defense training.

Enhanced awareness, mental preparedness and simple techniques can be learned by anyone with a desire to learn through step-by-step instruction using detailed photographs and online video companion. This allows students to learn at their own pace and to be able to review the information at any time.

The owner of [LearnSelfDefenseOnline.com](http://LearnSelfDefenseOnline.com), Master Pete Canavan says the following:

"With typical martial arts or self-defense training, the time it takes to learn to become effective at protecting yourself is beyond the reach of most people. Everyone today has limited time, yet, the need to stay safe and be able to defend oneself has never been greater. By boiling down essential skills into an easy-to-learn method that starts with the proper mindset, it is possible for the average person with no or limited skills to develop proficiency in a much shorter period of time than what most people believe is possible."

Using the *Self-Defense Survival Guide* book (available in print and digital format) as well as online videos on his web site, the problem of learning highly effective self-defense techniques without spending years of time and thousands of dollars has been solved.

Since he set out to solve this problem, the public response and support has been tremendous, confirming that there is a need for simple, effective self-defense skills that are quickly and easily learned by anyone from small children to the elderly.

Master Pete has over 20 years of martial arts and self-defense training and is Act 235 Lethal Weapons Certified. His experience, along with extensive research and use of technology, has allowed him to develop practical training materials, books and videos that enable anyone to enhance their own personal safety as well as the safety of their family and friends. He has taught numerous seminars and conducted workshops for various groups, schools and businesses.

You may request an interview or learn more about personal safety training by visiting [LearnSelfDefenseOnline.com](http://LearnSelfDefenseOnline.com) or send Master Pete an email to [MasterPete@LearnSelfDefenseOnline.com](mailto:MasterPete@LearnSelfDefenseOnline.com).

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Tags: self-defense training, personal safety, street fight, mugging, boost confidence, warrior mindset, reduce stress, increase awareness

## Book Reviews:

“A great step-by-step guide for practical self-defense.” - by Anthony R. Michalski on October 14, 2015

"Self-Defense Survival Guide" is a great step-by-step guide for practical self-defense. Note the word "practical." THAT'S the important word. So many self-defense books either assume a person is some sort of ninja or they lack the detailed instruction so that one can actually learn how to perform the moves.

Pete Canavan's impressive book does neither. "Self-Defense Survival Guide" is replete with pictures, vivid descriptions, and, perhaps most importantly, sage advice.

The pictures are well-done, something one doesn't find too often in a self-published book. They're detailed, crisp, and illustrative. They make sense.

The accompanying descriptions obviously come from someone who not only knows the moves and tactics, but also has taught them to MANY people. It often seemed that the author was reading my mind and answering the questions I had.

Many self-defense books come across as canned and trite, full of old chestnuts and bromides. The author here tends to avoid those and instead offers advice that a person would actually need in order to put up a proper -- and working -- defense. For example, the author includes a section about getting into the "mindset" of defense, thereby overcoming the "fear" of having to hurt another human being.

All in all, this is an excellent book, an excellent guide. Get it because even a casual perusal will more than likely insert that one nugget of information into one's psyche that can be the difference between life and death.”

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“Excellent at both mentally and physically preparing the reader.” – By Mrs. Wolfwood on December 15, 2014

“There are a lot of reasons to buy this book, but maybe the best is that it is an easy-to-read, well-researched, clearly illustrated guide to basic self-defense, and full of handy tips and wisdom that go well beyond just preparing the reader for an unexpected confrontation. If you read this book, even if you don't actively try the techniques with a partner, you will still have better prepared yourself mentally and you will feel more confident with your own understanding and abilities about ways to avoid and handle difficult and sometimes physical situations. Highly recommended to anyone who wants to increase their understanding of potential attacks and simple self-defense techniques. As a woman, I think it's an excellent book for everyone to read and periodically refer to just to remind yourself that not everyone is your friend in life. Great investment.”

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“An Excellent Instructional Guide.” By Professor Thomas A. Drazdowski on May 17, 2015

“An excellent step-by step guide to self-defense with clear and practical instruction and high quality photographs that act as visual aides. It is evident that Master Pete Canavan is the real deal when it comes to teaching self-defense. I have a large library of books in this area, but this book is my new favorite - it has something for beginners and experts alike.”

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“WOW! What A Book!” By Trista W. on September 30, 2015

“WOW! What a wonderfully well written and informative book. As a woman from a small town where we don't have any self defense classes, this book taught me so much on how to be better prepared to protect myself should I ever need to. Excellent writing and fantastic information.”

## About The Author:



Master Pete Canavan has been studying the martial arts for over 20 years, and in that time has trained hundreds of men, women and children of all ages in self-defense. He is an author, information technology consultant, entrepreneur and owner of LearnSelfDefenseOnline.com, an online membership-based multi-media web site companion to his self-defense books.

He teaches regular classes in the Korean martial arts of Hapkido and Taekwondo 3 days a week to both children and adults. Master Pete also teaches self-defense seminars for various groups including concerned citizens, neighborhood watch groups, realtors, bartenders/wait staff, bouncers, law enforcement, security personnel, prison guards and the elderly in addition to his regular classes.

He has attended various seminars and workshops on different styles of martial arts in an ongoing quest to keep learning. Styles he has studied include Tae Kwon Do, Hapkido, Kuk Sool Won, Eishin-Ryu Iaijutsu, Karate, Judo, Aikido, Wing Chun Kung Fu, and Jiu Jitsu. He

holds formal certifications from the *World Hapkido Federation*, the *United States Tae Kwon Do Council*, the *North American Hapkido Tae Kwon Do Federation*, and *Nippon Kobodo Jikishin-Kai USA*.

Master Pete is proficient with many traditional martial arts weapons including the Bo, Kumdo, Tonfa, Sai, Nunchaku, Three-Section Staff, Cane, Knife, Escrima, Kama, Belt, and Kubotan. He is also an *Act 235 Lethal Weapons Certified Agent* and is proficient with various types of firearms including handguns, rifles and shotguns.

He resides in Pennsylvania with his wife, Susan and their 3 sons.

Master Pete is available for:

- Training (*custom instruction available depending on your needs – e.g. self-defense for security guards, home invasion defensive tactics, realtor safety workshops, sexual assault techniques, etc.*)
- Speaking Engagements (*e.g. bullying, travel safety, anti-terrorism awareness, rape prevention, etc.*)
- Conferences & Symposiums (*various personal safety and self-defense topics*)
- Article Contribution (*various personal safety and self-defense topics*)
- Television (*interviews or professional commentary*)
- Radio (*interviews or professional commentary*)
- Online Events & Webinars (*various personal safety and self-defense topics*)

**Online Bio Page with additional information and pictures:** <http://learnsselfdefenseonline.com/master-pete-bio/>

*You may download Master Pete's high quality pictures here:*

In Suit – closeup: <http://learnsselfdefenseonline.com/wp-content/uploads/2016/09/PJC-sig-photo-1.jpg>

In Suit: <http://learnsselfdefenseonline.com/wp-content/uploads/2016/09/PJC-sig-photo-2.jpg>

In Uniform: <http://learnsselfdefenseonline.com/wp-content/uploads/2016/10/Pete-18.jpg>

*Self-Defense Survival Guide* book cover:

<http://learnsselfdefenseonline.com/wp-content/uploads/2016/03/SDSG-wht-outline.jpg>

*Staying Safe At College & On Campus* book front cover:

<https://s3.amazonaws.com/lod/Final+Cover+Front+small+JPEG.jpg>

*Self-Defense Items For Everyday Carry* book cover:

<http://learnsselfdefenseonline.com/wp-content/uploads/2016/03/EDC-white-outline.jpg>

*The 4 Types Of Attacker* book cover:

<http://learnsselfdefenseonline.com/wp-content/uploads/2016/02/The4TypesOfAttacker.jpg>

*Top 12 Anti-Burglary Tips* book cover:

<http://learnsselfdefenseonline.com/wp-content/uploads/2016/03/12-Burglary-Tips-wht-outline.jpg>

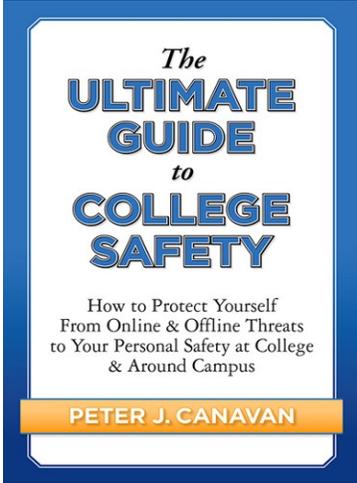
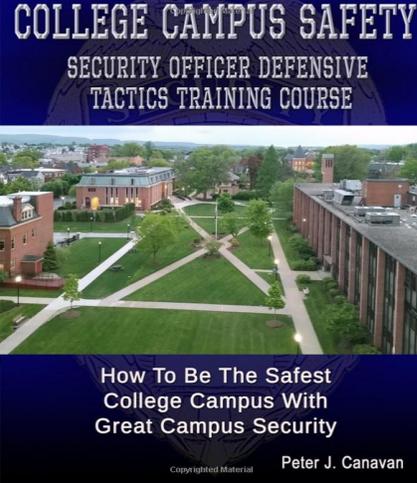
*How To Survive A Riot* book cover:

<http://learnsselfdefenseonline.com/wp-content/uploads/2016/01/HowToSurviveARiot.jpg>

## Questions and Answer Topics For Master Pete

1. What is the “Warrior Mindset” and why is it important to have it?  
<https://www.youtube.com/watch?v=2SnPp5jDR24>
2. You talk about being “Armed With Awareness” - what does that mean?  
[https://www.youtube.com/watch?v=\\_fb0FyV02to](https://www.youtube.com/watch?v=_fb0FyV02to)
3. Can you explain what “Self-Defense Weapons For Everyday Carry” are?  
<https://www.youtube.com/watch?v=Zr71fPPTKXQ>
4. Why is training for women's self-defense different than general self-defense?  
<https://www.youtube.com/watch?v=4B8O2y5wW4Y>
5. What is your stance on guns and firearm ownership?  
<https://www.youtube.com/watch?v=-JSX6vZc0Fg>
6. How can the “Self-Defense Survival Guide” help those with no experience?  
<https://www.youtube.com/watch?v=xi3ZqigWOYY>
7. What does it mean to “Discover Your Why?”  
<https://www.youtube.com/watch?v=rG0sE4OXZUk>
8. What is the Altitude Of Your Attitude?  
<https://www.youtube.com/watch?v=ybI4u1yEQoU>
9. What is the Law Of Success and how can it help me succeed?  
<https://www.youtube.com/watch?v=MEwsdpFUg84>
10. How can you Create Success by Intention using Segmental Goal Setting?  
<https://www.youtube.com/watch?v=mCL5XMh39XM>
11. What do you know about the Law of Attraction?  
[https://www.youtube.com/watch?v=9M1p\\_fJ8h44](https://www.youtube.com/watch?v=9M1p_fJ8h44)

## Other books by Peter J. Canavan:

<p><i>Staying Safe At College &amp; On Campus</i></p>	<p><i>Corrections Officer Knife Survival Self-Defense Training Course</i></p>	<p><i>Campus Security Defensive Tactics: How To Keep Your Officers and Campus Safe</i></p>
		

<p><i>Self-Defense Survival Guide</i></p>	<p><i>The Altitude of Your Attitude</i></p>	<p><i>Self-Defense Items for EDC</i></p>
