

# The University of Arizona/ Intercollegiate Athletics/ Public Relations

## MEDIA RELEASE

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### **Step UP! TABBED FOR NASPA AWARD**

**TUCSON Ariz.** – STEP UP!, the University of Arizona’s groundbreaking bystander intervention program, was named a gold recipient of the 2009 NASPA Excellence Award, NASPA announced today.

With goals of raising awareness of helping behavior, increasing motivation to help, developing skills and confidence when responding to problems and ensuring the safety and well-being of others, Step UP! aims to get bystanders to assume personal responsibility and take action when they see a problematic event.

NASPA, whose aim is to recognize excellence and innovation in student affairs program, reviewed award nominees based on a number of elements, including their positive impact on student learning, demonstrated success in addressing critical campus issues. “We are honored to receive this award and are grateful to all of the students whose dedication and positive actions have made Step UP! a success,” Step UP! Founder and Arizona Associate Athletics Director of C.A.T.S. Life Program Becky Bell said. “We hope that this recognition will continue to spread awareness for Step UP! and the critical issue of bystander intervention. More than anything, we want to equip students everywhere with the skills to recognize and address problematic behavior before it occurs.”

Since its origination within UA’s athletics department and expansion across campus into Greek Life and Residence Life, and Campus Health, among other groups; Step UP! has partnered with more than 40 universities nationwide and counts the NCAA, Pacific 10 Conference and the BACCHUS network among its partner organizations.

For more information on Step UP!, log on to <http://www.stepupprogram.org>.

# Arizona Athletics #