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## NEW CREATIVE DIGITAL GROUP OPTIMIZES SOCIAL MEDIA TO HELP SEXUAL ABUSE SURVIVORS

Los Angeles, CA/April 20, 2010 -- Prince Consulting & Services announces the launch of Follow the Prince ([www.followtheprince.com](http://www.followtheprince.com)), a one-stop shop for myriad social and digital media marketing needs. Follow the Prince (FTP) combines creative marketing tactics, social media smarts and entrepreneurial principles to provide businesses with the tools, ideas and support required to develop and spread their unique brands. The group assists entrepreneurs, established businesses and individuals in becoming highly visible to their audiences.

The Angela Shelton Foundation ([www.angelashelton.org](http://www.angelashelton.org)) is a non-profit organization that teaches sexual abuse survivors how to heal and lead joyful lives. Collectively, they converse about the white elephant in 37% of living rooms in America. FTP and the Foundation have released a bevy of tools for social conversation about the truth of sexual abuse. Initiatives include encouraging survivors of sexual abuse to change their profile picture to one depicting themselves at the age at which they were abused and a centralized blog that various survivors are able to share their experience.



Photo credit: Shepard Fairey

More than being cathartic, the Foundation believes that the only way to eradicate sexual abuse is to remind every survivor that no one can make himself/herself a victim. Currently there is a growing blog network, The Survivor Manual ([www.survivormanual.com](http://www.survivormanual.com)), organized by the Foundation and powered by Follow the Prince to allow survivors to reach out and grow with other survivors who are apart of the community, that they may not have otherwise known. These are a combination of outreach & social media marketing services implemented by FTP.

Christopher Prince Boucher from FTP realized that perpetrators were infiltrating seemingly safe havens. They provided custom solutions and tools to train the Foundation's Army of Angels ([www.armyofangels.net](http://www.armyofangels.net)) to diffuse the power of ambient lurkers and teach survivors critical tactics in Speaking Up and Speaking Out. This was an Outreach Package that has been a staple service and why brands like Bermaun Braum and Angela Shelton have Followed the Prince.

Shelton is Following The Prince and his techniques by producing a weekly instructional and inspirational live USTREAM to help survivors inspire and empower their lives. She covers topics from "how to find your voice through blogging" and "setting up a safe twitter presence", to how to deal with reoccurrence of Post Traumatic Stress Disorder. Follow The Prince has facilitated these practices through their Social Media Marketing services.

### **About Follow the Prince**

Follow The Prince honors integrity, sustainability, and the community growth. Because we understand the diverse nature of relationships, we work with various individuals, small business and corporations. Our clients include entrepreneurs, technologists, entertainers, and activists. We believe that the use of social strategy is the best way to engage humans and technology in order to benefit unique brands.

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