

**CONTACT:**  
**Brad Beacham, Executive Director**  
**Sigma Nu Fraternity, Inc.**  
**540-463-1869**

**FOR IMMEDIATE RELEASE**  
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### **Sigma Nu Fraternity Releases Crowdsourced Answers to Hazing Excuses**

**Lexington, Va.** – September 23, 2010 – Sigma Nu Fraternity launched a social media project last month pioneering the use of Twitter to fight hazing and build momentum for this year’s National Hazing Prevention Week (September 20-24, 2010).

The *40 Answers in 40 Days* project (official Twitter hash tag: #40Answers) attracted many of the best minds in Greek Life to provide swift, reasoned and concise arguments against forty of the most common excuses for hazing. Beginning August 11<sup>th</sup>, this group of contributors blogged and tweeted answers to a different excuse each day, leading up to the beginning of National Hazing Prevention Week.

“No matter where or in what kind of group or organization hazing occurs, you hear the same excuses and rationalizations put forward to justify it. Our goal was to publicly expose forty of these fallacies by leveraging the power of social media crowdsourcing.” said Sigma Nu Executive Director Brad Beacham. “The project is a new part of our larger, ongoing campaign to end hazing. We hope this project will stop anyone who is considering hazing another person on the basis of one of these excuses.”

“Participation in the project was great,” Beacham added. “We are very thankful to all who provided excellent arguments against each excuse.” Over the course of the forty-day project, scores of individuals and organizations contributed arguments against the stated excuses. The compiled results were released this week on the Fraternity’s website, in conjunction with National Hazing Prevention Week, and can be found at [http://www.sigmanu.org/documents/forty\\_answers.pdf](http://www.sigmanu.org/documents/forty_answers.pdf).

Examples of excuses debunked by the project include:

“Hazing builds better men by instilling toughness.”

“Hazing breaks people down so we can build them up and, in turn, create long-lasting friendships.”

“Hazing is a test that helps boys become men/girls become women.”

During National Hazing Prevention Week, campuses across the country spread the truth about hazing through keynote speakers, book discussions and leadership development events. Held every September, National Hazing Prevention Week is organized by [HazingPrevention.Org](http://HazingPrevention.Org).

Sigma Nu Fraternity has been a premier sponsor of National Hazing Prevention Week and [HazingPrevention.Org](http://HazingPrevention.Org) since their inception, providing resources and other support. This sponsorship is part of the Fraternity’s larger campaign to end hazing, which includes providing members and other stakeholders cutting-edge educational and prevention resources to combat hazing. The campaign supports the Fraternity’s mission to develop ethical leaders inspired by its cardinal principles of love, honor and truth.

Headquartered in Lexington, Va., Sigma Nu Fraternity was founded in 1869 at Virginia Military Institute in Lexington and currently has 180 active chapters and colonies on college campuses throughout North America.

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