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Provocative Animations Take On Sexual Misconduct

Mt. Kisco, NY, 10/6/16 - Announcing Reach Out Refresher from Blue Seat Studios (blueseatstudios.com), the creator of the viral animation "Consent: It's simple as Tea" and Capptivation, Inc., the publisher of the free Reach Out smartphone app that addresses sexual misconduct on college campuses.

Reach Out Refresher – Series 1 includes six riveting animations designed to reinforce the sexual misconduct prevention and support messaging of colleges and universities. Blue Seat Studios offers fresh takes on topics including: consent, the nexus of alcohol and sexual assault, bystander intervention, victim blaming, helping friends who are survivors, and healthy relationships. View them here: <https://www.capptivation.com/reachout-refresher/default.html>. "Rather than preach," explains Rachel Brian, owner and creative director of Blue Seat, "I use humor, empathy, and provocative analogies to help us reflect on our cultural assumptions about sexual assault, and help us find ways to combat rape culture."

The animations will be delivered via the smartphone app Reach Out. "Students don't go to websites anymore. They don't read emails from their schools. And they click through on-line education modules as fast as they can. Colleges who want to reach their students have to do it through their smart phones. So once a month, colleges and universities who license Reach Out Refresher will blast out a new animation," says Jack Zandi, partner at Capptivation. As compelling as these animations are, their lasting impact will be made during the countless conversations that they'll stimulate.

Colleges and universities have made enormous investments to provide a safe and productive learning environment. Despite these investments, sexual misconduct on college campuses remains a troubling challenge. Rising to it, Congress passed the Campus SaVE Act that in part, mandates colleges and universities provide ongoing prevention and awareness campaigns. Reach Out Refresher -- together with complementary programming such as, discussions with Rachel Brian; Reach Out tutorials hosted by the partners of Capptivation; animation contests; and online discussions -- satisfies this obligation.

About Blue Seat Studios: Blue Seat Studios is a small animation company based in Providence, RI. Their mission is to educate through humor. They are known for making complicated concepts accessible, and focus on issues of equity, education and other ideas that strike their fan

About Capptivation, Inc.: Capptivation's mission is to develop transformative technology that empowers individuals to improve their lives. Founded by four recent college grads, Capptivation's initial focus is on campus sexual assault. Reach Out is a free app for college students available in both the iPhone and Android app stores. Colleges and Universities interested in licensing Reach Out Refresher can email Zach@Capptivaiton.com.

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