



## Dallas Jessup

Founder of the Million Girl Revolution  
Just Yell Fire

Author | Speaker | Film Maker | Youth Activist

## Media Kit 2010

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## Creating & Empowering A Generation of Young Revolutionaries

Dallas Jessup (17) knows how to change the world. She grew a community service project into the non-profit Just Yell Fire which has become a Million Girl Revolution across 45 countries.

### "YOUNG WONDER" - CNN

As a 13 year old black belt martial artist, Dallas learned the frightening statistics that 1 in 4 girls will be sexually assaulted and that there are 114,000 attempted abductions each year in the United States alone. She set out to create a home movie to teach her schoolmates at Portland's St. Mary's Academy High School some street fighting techniques to defend themselves.

The word spread that a young girl was putting together an important film and in sixty days Dallas had a volunteer professional crew of 30, 100 volunteer extras, celebrity cameos by Josh Holloway and Evangeline Lilly, and \$600,000 in donated resources. Thus came about the 46 minute film, Just Yell Fire . It teaches girls how to literally fight back against predators and sexual assault.

### "IT'S ABOUT FIGHTING BACK" - Good Morning America

Dallas put the film online for free download and raised the money to produce and ship free DVDs to girls without Internet access. The results? Nearly one million downloads in two years and multiple awards for the film including American Library Association Most Notable Video designation and Dallas was a Teen Choice Award nominee for her work.

### "SUPERTEEN" - InTouch Weekly Magazine

Her non-profit now provides teen-safety programs for schools, trains teachers & coaches in Just Yell Fire techniques, presents seminars at schools, camps, crisis shelters and elsewhere. Just Yell Fire continues to offer the Just Yell Fire film for free download or free DVD for any girl, worldwide.

### "EMPOWERING TEACHERS TO SAVE OUR DAUGHTERS" - Fox 25, Boston

Not content to rest on her accomplishments, Dallas Jessup travels an average of 10,000 miles a month speaking at high schools, colleges, law enforcement conferences, women's events, and crisis shelters across the U.S. She spent 2 weeks in rural India speaking at a dozen colleges on how to avoid slave traders in the sex trafficking industry.

### "EMPOWERING GIRLS ALL OVER THE WORLD" - Justine Magazine

In addition to her duties as founder & spokesperson for Just Yell Fire, Dallas delivers keynote presentations calling for teen activism; her story provides the inspiration, her how-to strategies give young people their own roadmap for changing the world.

Dallas' book, Young Revolutionaries Who Rock, An Insider's Guide to Saving the World One Revolution at a Time launched in March, 2009. A call to youth activism, Dallas chronicles her Just Yell Fire story and those of 9 other high-impact teens as a guidebook for other teens to start their own world changing service projects. Dallas is a 17 year old freshman at Vanderbilt University in Nashville, Tennessee.

### Awards:

CNN Hero, Hall of Fame for Caring Americans, President's Youth Service Award, Points of Light Award, Elle Girl Teen Hero, Do Something Winner, Prudential Washington State Volunteer of Year, Caring Award, Huggable Hero, Jefferson Award, Kohl's Kids Who Care, and others.

### Speaking Engagements:

First Teen Ever to Keynote at National MENSA Meeting, FBI National Academy, Amazing Women's Conference, Mississippi State University, MIT, Operation Smile Annual Conference and others.

### Media Appearances:

Good Morning America, ABC News, MSNBC, Montel Williams Show, CNN, Today, FoxNews Live, People Magazine, USA Today, Teen Magazine, Seventeen Magazine plus local radio and television stations across the country.

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## Young Revolutionaries Who Rock, An Insider's Guide to Saving the World One Revolution at a Time



“It’s about fighting back”  
Good Morning America

“Empowering Girls all over the world”  
Justine magazine

“Changing and improving our society.”  
Rob McKenna, Attorney General Washington

“Saving the world one girl at a time.”  
Josh Holloway, actor

In *Young Revolutionaries Who Rock*, teen author Dallas Jessup (17) delivers a how-to guide for any teen who wants to change the world. She begins by chronicling her own experience on the front lines of youth activism as she grew a community service project to fight sexual predators into a non-profit working in 43 countries.

The author then shares the stories of nine other high impact youths she met along the path to success in the non profit world. These are amazing stories of kids who started their own projects to stop bullying, to stop Big Tobacco, to feed the hungry and to fight for a cure. They've all launched revolutions that are changing the world.

*Young Revolutionaries Who Rock* is surprisingly timely as it echoes President Obama's call to service with a call of its own: to America's youth. In an inspiring format that reminds one of an earlier generation of revolutionaries like John Kennedy and Martin Luther King Jr. these stories present compelling images of community service and the people behind them.

One teen featured, Vasanth Kuppuswamy, spends his summers in rural India teaching and delivering much-needed supplies to schools that had nothing. Another youth was bullied in school by kids and also teachers for being different; he's launched programs across North America to hardwire acceptance into the schools.

While the service models are gripping, what may truly engage a teenage reader will be Dallas' stories of the major celebrities she gets to connect with as she rolls out her Just Yell Fire project. Sports stars like Peyton Manning, television celebs from Evangeline Lilly to Selena Gomez, major political figures and even some activists from the 60s have connected with the author and other teens featured.

Who should read the book? Any parent who wants their teen to get involved in something important, every teacher looking for a way to inspire students to take action, and young people who would like to join a generation of revolutionaries who are having fun while saving the world.

You'll cheer for the young man who took on and beat Big Tobacco, your heart will connect with a 13 year old cancer survivor who is almost single handedly making mass bone marrow registrations happen – these and other *Young Revolutionaries Who Rock* make this book a must-read and a how-to for youth activism. The author and these teens are indeed the Revolutionary Voices of a New Generation.

**Sutton Hart Press**  
Portland Oregon  
[www.suttonhart.com](http://www.suttonhart.com)  
\$14.95

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## Young Revolutionaries Who Rock, An Insider's Guide to Saving the World One Revolution at a Time

### Questions & Answers



You made your mark on the world through Just Yell Fire, an empowerment and self-defense training video for girls. The idea spread like wildfire, eventually sparking a Million Girl Revolution, and now, you're sharing your experiences in a book called Young Revolutionaries Who Rock. Why did you decide to write this book?

**Dallas Jessup:** Because I believe Kids can change the future and I've written about 10 of them who are doing it in amazing ways.

If the country needs Hope and Inspiration – meet these kids; If President Obama is calling for Help – It's up to my generation to step up.

The book is really a call to action, letting everyone know a young person really can have a big social impact and exactly how to do it.

What advice would you give to the youth out there who want to make their own mark on the world but don't know where to start?

**Dallas Jessup:** It all starts with figuring out what makes you really really angry.

I was angry that predators were taking girls and that most of these kids didn't know it was okay to fight back or how to get away.

I wrote about a 13 year old cancer survivor in the book who was angry that minorities were getting left behind in the national bone marrow registry.

That's how you know what cause you should take on. It's not your mom's charity; it's what makes YOU angry.

Then you use your outrage to change the world by mixing it with something you love to do: In the book I wrote about a 9 year old boy who raised awareness on World Aids Day by throwing 2057 baskets – that's one for every child who would lose a parent to AIDS that day. That's where you start.

How did you find these amazing young revolutionaries?

**Dallas Jessup:** I met a lot of them at awards ceremonies. Organizations like Do Something give community service kids plaques and scholarships but what's really cool is we get to connect with other kids who are doing something big. We all look for ways to help each other out and work together.

I met Vasanth, from the book, at the Caring Awards in DC and he invited me to tour rural India speaking out against modern day slave traders in the sex trafficking industry. Two months later I was in front of thousands of college girls at twelve schools in India doing exactly that. I have the world's most amazing job and it's something I can do even though I'm still in school!

What are some of the lessons you've learned in your journey to becoming a young revolutionary?

**Dallas Jessup:** Several lessons.

Just because you're a kid doesn't mean you can't do something important.

You can't be scared to ask for help; I've found people and companies will step up whenever you ask them to support an important cause. Celebrities like Josh Holloway and Evangeline Lilly from LOST jumped in to help my cause as did Google, Doritos, a large law firm and others - all I had to was ask.

You can't be intimidated by the size of the problem. I've taken on the problem that 1 in 3 women will be sexually assaulted, we're putting those predators out of business; Chad in my book took on AND BEAT Big Tobacco in their home state...Everybody loves an underdog and you shouldn't underestimate us.

In your book, Young Revolutionaries Who Rock, you highlight ten other truly inspirational young people. Tell us about some of them.

They're all amazing but a couple stand out:

Vasanth Kuppuswamy was a normal 11 year old South Carolina kid until he learned that most kids in rural India couldn't go to school and for those that did, the teachers had given up hope. The luckiest ones were trained to become servants or shepherds; their schools had dirt floors, maybe a single fan for the 100 degree heat, and teachers were simply defeated. That's when Vasanth got angry and started a Revolution. Thousands of kids have benefited.

Pat Pedraja was a kid with cancer until he learned that minorities were getting left behind in the national bone marrow registry. That day he got angry and became a Young Revolutionary. He's saving lives because he got angry and did something.

# Young Revolutionaries Who Rock

## An Insider's Guide to Saving the World One Revolution at a Time



Sutton Hart Press  
www.suttonhart.com  
\$14.95

## What People are Saying

"Do you think today's teens lack drive or they aren't worried enough about the world around them? Dallas Jessup will prove you wrong."  
Gretchen Carlson, Fox & Friends

"It's so incredible because we hear so much about the narcissism and the self absorption of our kids today but down deep most kids do see needs around them and want a way to help. The book says don't let your youth get in the way of that. It makes kids feel like they have a purpose in life; they're not just a number or a statistic."  
Kathie Lee Gifford

"Your book is an inspiration to kids and grownups too. You're shining a light on other kids who are doing great things."  
Hoda Kotb, The Today Show

"Refreshing. Jessup reminds us that every generation produces young activists who influence our world. A must read for all teenagers."  
Dee-Dee Jackson, National President Mocha Moms, Inc.

"Dallas you're helping a lot of people."  
Mario Lopez, Extra

"Teen trailblazers making a difference."  
Fox News Live

"Dallas is not only a hero, she's a role model for people of all ages and all walks of life. Young Revolutionaries Who Rock is an admirable and inspiring call to leadership that gets straight to the heart of how we all should feel when injustice occurs in our world. Perhaps the most amazing part of Dallas' book is her emotional intelligence at such a young age. Her wise and practical advice makes me want to jump up and say, "Right on!""  
Felicia Joy, Founder/Host  
The Ms. CEO Show - Talk Radio for Women Entrepreneurs

"A little rebellion now and then is a good thing. Just ask Dallas Jessup. Her story inspired a worldwide revolution."  
Steve Doocy, Fox & Friends

"Unbelievably insightful from someone so young. This book will inspire and empower everyone, young and old to be extraordinary."  
Emerald Jane Hunter, Executive Producer 24/7 Chicago