

Why Campus calm?

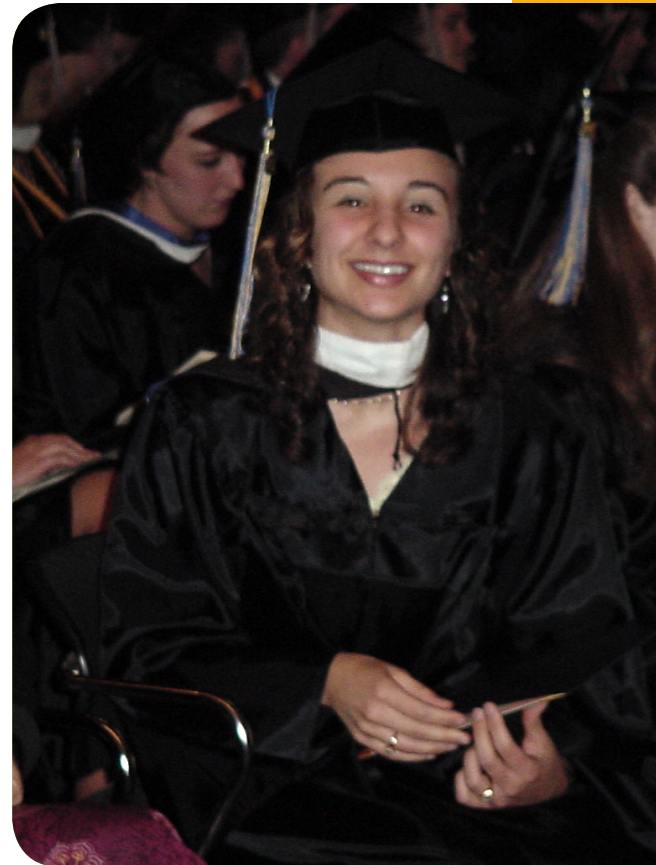
From the Founder, Maria Pascucci

Nine years ago, I graduated *summa cum laude* from Canisius College in Buffalo, New York. I completed a double major in English and history, a writing minor, a concentration in women's studies and I worked both on and off campus. My résumé was perfect, but I was a wreck. I was burnt out and depressed, battling anxiety induced health problems and a paralyzing uncertainty about my future.

I should have been celebrating the fact that I was graduating and was the first woman in my family to have been blessed with a four-year college education, let alone graduating at the top of my class. Instead during my last final exam for my History of American Women class, I ran out of the classroom when my professor started handing out exam booklets, bolted for the nearest bathroom, locked myself in a stall and, for the first time in my life, had a full-blown panic attack.

When I was in college, my body had pleaded with me every single day to slow down, be grateful and honor the gift of good health. I refused to listen ... until I ended up suffering total body disconnect.

Through counseling and soul-searching after graduation, I ditched my inner perfectionist. I learned how to honor myself by creating an environment that supported my healing. I took up yoga and meditation, and discovered the riches of healthy foods. I learned that the world was bigger than myself and needed me to step up and fight for what I'm passionate about. I'm grateful for every hardship I've faced because I get to be in a position to help others. Now I'm on a mission: to spread a dose of "campus calm" to stressed-out students world-wide so they won't have to suffer needlessly. I learned that in order to be an authentic leader, I had to first choose to discover how to be the leader of my own life.



Maria Pascucci
Founder of Campus Calm
Canisius College 2001 Alumna

Fact: 50% of students who attend college drop out or fail out, 33% within their first year.

Fact: Educational burnout tops the list of reasons why students drop out of college.

Fact: Stress, anxiety and sleep difficulties are the top three life issues that students say affects their studies.

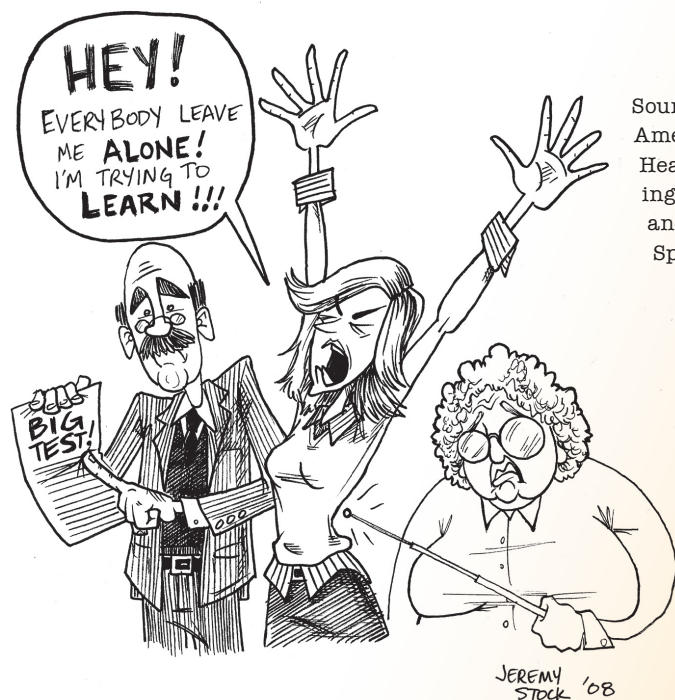
Fact: According to the American College Health Association's Fall 2009 National College Health Assessment, at some point in the previous twelve months in which college women were polled:

- ⦿ 50 percent reported feeling things were hopeless.
- ⦿ 52 percent reported feeling overwhelming anxiety.
- ⦿ 85 percent reported feeling exhausted, though not from physical activity.
- ⦿ 90 percent reported feeling overwhelmed by all they had to do.

Fact: Prescriptions for sleeping medications nearly tripled among college age users from 1998 to 2006.

Fact: Over 70 percent of students have not considered talking to a counselor to help them deal with stress or other emotional issues since starting college, according to a spring 2009 poll of more than 2,200 college students across 40 colleges and universities.

Fact: Suicide is the second leading cause of death in college students.



Sources: Center for the Study of College Student Retention, 2008, American College Health Association's Fall 2009 National College Health Assessment, New York Times article, "Sleeping Pills Rising in Popularity Among Young Adults," January 14, 2009, mtvU and Associated Press "College Stress and Mental Health Poll," Spring 2009, and webMD.

About Maria

Maria Pascucci, the college woman's Campus Lead-HER Success Coach, is a national college speaker who specializes in teaching rising female student leaders that "Success Starts With Self-Love." Her book *CAMPUS CALM UNIVERSITY* won a gold medal in the International Independent Publisher Book Awards, and has been called, "groundbreaking, refreshing and as calming as a cup of peppermint tea, or an extension on that term paper due tomorrow morning." Recognized as a leading authority on college stress, Maria speaks to college audiences on universities across the nation. She has appeared in *The Chronicle of Higher Education*, *The Huffington Post*, *Feministing*, *The Dove Campaign for Real Beauty* and dozens of media outlets around the world.

As the founder and president of Campus Calm, Maria gives voice to the secret practices, concerns and conversations of a generation of young men and women who believe that it is acceptable, even necessary, to sacrifice health and happiness in pursuit of perfection. A former college perfectionist and stressaholic, Maria is a trailblazing young entrepreneur on a mission: to spread a dose of "campus calm" to stressed-out students worldwide. Campus Calm has attracted subscribers from all around the world.

Meet Maria at www.CampusCalm.com.

CAMPUS CALM UNIVERSITY won a gold medal in the 2009 13th Annual Independent Publisher Book Awards. Medals were announced in New York City to coincide with Book Expo America.



Former college perfectionist ...
and recovering stressaholic!

Maria Pascucci
Founder & President



The Message ... “Success Starts With Self-Love.”

Maria Pascucci, president of Campus Calm, has a message for rising women leaders of today and tomorrow: “Those who love themselves enough to take care of themselves have the energy to be real leaders, problem solvers and change-makers. Even the act of committing to being more self-loving in a world that too often values self-deprivation makes you a visionary and change maker.”

Leading-lady student leaders learn how to:

- ⑥ Focus inward to explore how they want to lead and serve in our world.
- ⑥ Recognize strategies for setting boundaries on their time.
- ⑥ Articulate the importance of taking care of themselves everyday.
- ⑥ Stop competing with their classmates and start networking.
- ⑥ Examine the power in asking for help when they need it.
- ⑥ Model skills to lead their campus communities to find “campus calm” and live their best lives.
- ⑥ And much more!

Maria Pascucci’s program really hits at the essence of leadership, which is self-confidence and self-love, what our young women leaders need the most to be successful.

~ Amy Wilson, Associate Director for the Center for Student Leadership and Community Engagement, SUNY at Buffalo

I have spent a lot of time worrying about pleasing others. “Success Starts With Self-Love” really helped show me that success can be achieved by taking care of myself first.

~ Amber, Junior, SUNY at Buffalo

I was surprised when you said, ‘It takes courage to make mistakes.’ I guess I had never thought about mistakes being an okay part of life.

~ Mary, Freshman, Radford University

Maria, your use of personal anecdotes made you more humanly connected to the audience and more qualified to offer us advice. I recommend you taking this presentation to other colleges because the students could connect to the situations you described and the positive way you end the presentation with tips, then a Q&A session leaves the audience feeling less stressed and more positive.

~ Meghan, Junior, Coordinator of Celebrate Every Body Week, University of Virginia