

# Press Release: HERO® Partners for Training with Pretty Loaded

Las Vegas, Nevada – Jan. 17, 2020

We're proud to announce our official partnership with [Pretty Loaded](#) LLC, a video training platform dedicated to teaching personal safety, situational awareness, and self defense to the world. Pretty Loaded has created and shared safety videos and articles to millions of people and companies. Passionate owner and founder Beth Warford has made it her mission to enable anyone to feel confident, live without fear, and protect themselves wherever they go.

Our strategic partnership combines training and non-lethal solutions with video-based instruction for consumers and professionals. Founded on matching commitments to provide the tools and training needed to save lives, the relationship between HERO® and Pretty Loaded aims to bring personal safety to millions of people worldwide.

*"Partnering with HERO® makes sense to us. We believe that HERO may be one of the most effective product solutions in the non-lethal industry."*

- Beth Warford, Owner and Founder, Pretty Loaded

With our missions and resources aligned, our first goal is to train 1,000,000 people in the use of non-lethal defense responsibly and safely. From families to security professionals, anyone can take personal safety into their own hands with proper training and quality products.

*"We're honored to partner with Pretty Loaded, working together to build a global awareness of situational awareness and combining that knowledge with a non-lethal personal protection option. This partnership combines Pretty Loaded's video training with HERO® non-lethal devices. For consumers and professionals it's the best of both worlds, providing the highest quality in personal protection solutions."*

- David Clemons, CEO, HERO™ Defense Systems

It's an honor to receive such praise from an industry expert so highly regarded by national and global companies. We're thrilled to be working with Beth and her team to bring you life changing training, to teach self empowerment, and to make a real difference in the world! [Take a look](#) at this amazing company, and the inspiring leader who started it all.



Beth Warford founded Pretty Loaded and is on a mission to install strength, awareness, and confidence. She began her journey as an educator and National speaker after a close encounter with a would-be predator. She's trained thousands in person, and through her online training around the world. Her safety videos reach millions globally! Beth is a NRA Pistol Instructor and a NRA Personal Protection in the Home Instructor. Beth has been featured on Consumer Reports, Elite Readers, BuzzFeed, ViralNova, and many more networks. Beth loves spending her time reading, running, cooking, and painting. She is married and has four wonderful young girls, raises organic chickens, and lives on an organic produce farm and vineyard.

Here's to a bright (and safer) future! To learn more about Pretty Loaded and Beth Warford, [check out her website!](#)