

FOR IMMEDIATE RELEASE

October 3, 2011

Contact: Nikki Spencer, Development & Communications Associate
Phone: (617) 521-0176, Email: nspencer@casamyrna.org

AN ABUSIVE RELATIONSHIP IS A TRAP: NEW CAMPAIGN SPREADS AWARENESS

Casa Myrna, Boston's leading nonprofit delivering solutions to end domestic and dating violence, has launched its seventh public transit ad campaign to mark domestic violence awareness month this October. The ads are running in English and Spanish on the red, orange, and silver lines on the **MBTA in Boston** and on buses in **Haverhill, North Andover, Lawrence, New Bedford, Fall River, Pittsfield, Springfield, and Brockton**. The campaign (previewed below) focuses on a common theme expressed by survivors of domestic and dating violence: "I felt like I was trapped."

The ads highlight SafeLink, Casa Myrna's agency's statewide 24/7 domestic violence hotline, as a resource for both victims of abusive relationships and their supporters. The ads also feature a QR Code which directly connects smartphone users to the agency's website page, www.casamyrna.org, which contains information on how to identify the signs of abusive relationships and ways to stay safe while seeking out services.

Casa Myrna remains the only nonprofit in Massachusetts running public awareness campaigns on mass transit statewide to spotlight the critical issues of domestic and dating violence. Previous campaigns have focused on spreading awareness of teen dating violence, engaging men in ending abuse, and educating the public about the effects of domestic violence on children. According to the Centers for Disease Control and Prevention, approximately 1 in 4 women will experience domestic violence in their lifetimes. The overall goal of the ad campaigns is to create a Community of Conscience, where domestic and dating violence are no longer ignored or tolerated.



Fall 2011 Ad Campaign - English

**No puede parecerlo,
pero se siente así.**

Una relación abusiva es una trampa.

Si está te esta pasando a ti o
a alguien que tu conoces, llámenos.

www.casamyrna.org

SafeLink
1.877.785.2020
MA Statewide Toll-Free Domestic Violence Hotline

The project was supported in whole by 2010-16 A-0203 awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions, and recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the Department of Justice, Office on Violence Against Women.

Fall 2011 Ad Campaign - Spanish

Founded in 1977, Casa Myrna is Boston's leader in delivering solutions to end domestic and dating violence. The agency operates the 24/7 statewide domestic violence hotline SafeLink (877-785-2020) and residential programs for women and children made homeless by domestic violence. Supportive services include legal advocacy services, individual and group counseling, children's services, housing search assistance and advocacy, financial literacy and job readiness skills building, and domestic violence and teen dating violence prevention.

###