



NEWS RELEASE

For Immediate Release

Contact: Ellen Lyon 717-545-6400, ext. 209; 717-919-9924 (cell)

PCADV Urges Philly-area Males to ManUp Against Domestic Violence at Oct. 19 Love Park Program

HARRISBURG, Pa., Oct. 11, 2013 – The Pennsylvania Coalition Against Domestic Violence, the nation’s oldest statewide domestic violence coalition, is urging southeastern Pennsylvania men to show their support for reducing domestic violence by attending the Love Yourself Campaign’s ManUp program, from 3-6 pm Saturday, Oct. 19 at Love Park, at 16th Street and JFK Boulevard in Philadelphia.

The program will feature prominent civic and social leaders who are asking Philadelphia men to take a stand against domestic violence. District Attorney Seth Williams; Fox 29 personality Mike Jerrick; and councilmen Curtis Jones Jr. and Kenyatta Johnson are among those scheduled to attend. There also will be a special tribute to community activist and legendary radio personality E. Steven Collins, who died last month at 58.

“PCADV is proud to be involved in ManUp, which highlights the critical role that men must play in reducing domestic violence,” said Peg J. Dierkers, PCADV’s executive director.

Last year domestic violence claimed the lives of 141 Pennsylvanians, including 30 in Philadelphia, 4 in Delaware County, 3 in Montgomery County, 2 in Bucks County and 2 in Chester County. Domestic violence is the leading cause of injury to women aged 15-44 -- more than car accidents, rapes and muggings combined.

PCADV and the Pennsylvania Coalition Against Rape have jointly launched a new Web site, pasaysnomore.com, to raise awareness and reduce domestic violence in Pennsylvania communities. The Web site features the personal stories of domestic violence survivors as well as assistance to victims, educational resources, and information on how concerned citizens can get involved.

The No More campaign is being promoted with a teal-colored oval lapel pin that symbolizes no more tolerance of domestic violence.

“Our goal is to make the No More lapel pin as ubiquitous and recognizable as the pink ribbon is with breast cancer awareness,” Dierkers said.

Founded in 1976, PCADV provides assistance to nearly 100,000 victims of domestic violence each year, through a network of 60 community-based programs serving all 67 counties in the commonwealth. Services include a 24-hour crisis hotline, crisis centers and shelters, legal assistance and children’s programs.

For more information, visit www.pcadv.org.

###