

Press Release

YOUTH-INSPIRED CAMPAIGN TO END DATING ABUSE LAUNCHES IN MARIN

WHAT: Center for Domestic Peace's youth advocacy division, Marin Against Youth Abuse (MAYA), has created a county-wide media campaign to end dating abuse funded by California Office of Emergency Services and the Family Violence Prevention Program (C4DP is one of three in the state to receive these funds). The money supports Marin's youth prevention program's work to engage the community in ending dating violence through creating and producing print and video resources.

The MAYA committee, made up of 18 youth from around the county, have created all the materials, refined the messaging, and participated in the photoshoots used in these materials.

Places the MAYA media campaign will appear over the next few months:

- 27 bus displays (sides of the bus around the county)
- 10 weeks in PacSun Newspaper
- :15 and :30 Movie Previews at:
 - o Novato Rowland Theater
 - o San Rafael Northgate Theater
 - o San Rafael Regency Theater
 - o Tiburon Playhouse
 - o Fairfax Theater

The MAYA team is also purchasing posters and display them in the San Rafael Canal area and other areas where MAYA feel youth will see the messaging.

WHO: The Marin Against Youth Abuse Committee is a youth-led advisory and action committee created to address teen dating abuse from a peer prevention model.

WHY: One in three adolescents in the U.S. is a victim of physical, sexual, emotional or verbal abuse from a dating partner, a figure that far exceeds rates of other types of youth violence. Applying

national rates of dating violence to Marin, there could be as many as 13,000 youth/young adults experiencing some form of dating violence in Marin.

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About Center for Domestic Peace

Center for Domestic Peace (C4DP) leads a comprehensive community effort to end the #1 violent crime in Marin County: domestic violence. We provide transformational services and programs that protect and enhance victim safety, and ultimately engage our community in permanent change. C4DP's programs helping children, teens, women, and men to live violence-free lives include: 24-hour hotlines; emergency shelters; transitional housing; support groups; legal advocacy; school programs; community prevention and education projects; professional continuing education programs; corporate, state, and nation-wide trainings; leadership development programs; and resource identification. Learn more at www.centerfordomesticpeace.org