

## PUBLICITY &amp; WORKING WITH THE MEDIA...

## Sample Press Release – Campaign Launch

Date:  
 Contact:  
 Phone:  
 Fax:  
 E-mail:

[College/university] joins national campaign to prevent dating violence on college campuses

[College/university] will participate in a public awareness effort aimed at stopping dating violence on college campuses. The project, called The Red Flag Campaign, helps students identify “red flags” for dating violence in their friends’ relationships and encourages them to intervene.

College students are at extremely high risk of either acting as perpetrator or being a victim of dating physical or sexual violence during their college years:

- 1 in 3 college students (36%) had experienced some form of violent and abusive dating behaviors including physical, sexual, tech, verbal or controlling abuse.<sup>1</sup>
- 12% of completed rapes, 35% of attempted rapes, and 22% of threatened rapes occur on a date.<sup>2</sup>
- 7 out of 10 rapes are committed by someone known to the survivor; 25% are committed by a former or current spouse or partner.<sup>3</sup>
- Females ages 18 to 24 and 25 to 34 generally experience the highest rates of intimate partner violence.<sup>4,5</sup>

The Red Flag Campaign features a series of eight posters that illustrate warning signs (“red flags”) that might be present in a relationship in which dating violence is occurring. The purpose of the campaign is to encourage students to speak up when they see red flags for dating violence in their friends’ relationships.

[Name] from [campus resource center or other campus organization] states that, “friends have an influential role in intervening in dating violence not only with the victim, but also with the abusive partner.” [She/he/they] explain(s) that peer groups have the ability to provide safety and support and can also dictate what behaviors are unacceptable. [She/he/they] state(s) the key is “helping college students harness their power to change the cultural tolerance of violence in relationships.”

For more information on what constitutes dating violence, how to help, or how to get help for a friend, visit [www.TheRedFlagCampaign.org](http://www.TheRedFlagCampaign.org).

<sup>1</sup> Peugh, J. & Glauber, A. (2011). *2011 college dating violence and abuse poll*. Knowledge Networks. [http://www.loveisrespect.org/pdf/College\\_Dating\\_And\\_Abuse\\_Final\\_Study.pdf](http://www.loveisrespect.org/pdf/College_Dating_And_Abuse_Final_Study.pdf)

<sup>2</sup> Fisher, B.S., Cullen, F.T., & Turner, M.G. (2000). *The sexual victimization of college women*. National Institute of Justice, Bureau of Justice Statistics. <https://www.ojp.gov/pdffiles1/nij/182369.pdf>

<sup>3</sup> Bureau of Justice Statistics. (2015). *National crime victimization survey, 2010-2014*. Department of Justice, Office of Justice Programs.

<sup>4</sup> Rennison, C.M. (2001). *Special report: Intimate partner violence and age of victim, 1993-99*. U.S. Department of Justice, Bureau of Justice Statistics. <https://bjs.ojp.gov/content/pub/pdf/ipva99.pdf>

<sup>5</sup> Catalano, S. (2015). *Special report: Intimate partner violence, 1993-2010*. Department of Justice, Bureau of Justice Statistics. <https://www.bjs.gov/content/pub/pdf/ipv9310.pdf>