



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
OFFICE TO COMBAT DOMESTIC VIOLENCE

PRESS RELEASE

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EVERYONE HAS A RIGHT TO A HEALTHY RELATIONSHIP: MAYOR'S OFFICE TO COMBAT DOMESTIC VIOLENCE REMINDS NEW YORKERS THROUGH A CAMPAIGN DISPLAYED IN EVERY DAY PLACES

Campaign funded by Verizon Wireless and placed in local businesses including C-Town Supermarkets, CVS, Duane Reade, New York Community Bank, Northfield Bank, Pay-O-Matic, and White Castle as well as several City agencies

Mayor's Office to Combat Domestic Violence (OCDV) Commissioner Yolanda B. Jimenez today officially launched a public education campaign throughout the City. The bilingual campaign in English and Spanish was announced by Mayor Bloomberg during the opening of the City's third Family Justice Center in the Bronx, last April, when the Mayor also kicked-off the first phase of this effort consisting of a Spanish-language public service announcement radio campaign with the support of 93.1 FM Amor and Mega 97.9 FM.

This campaign has been created to increase communities' knowledge about domestic violence and where to get help. Based on input from domestic violence survivors, during this second phase of the campaign, posters and palm cards, which emphasize that everyone has a right to a healthy relationship, will be located in common places where New Yorkers may encounter them daily including supermarkets, pharmacies and banks. This is the first citywide domestic violence campaign that reaches out to people with disabilities. To kick-off the campaign in Manhattan, Commissioner Jimenez was joined by David Samberg, Verizon Wireless Public Relations Manager, and Frank Scorpiniti, Duane Reade Senior Vice President, Pharmacy Operations and Board Member of the Duane Reade Charitable Foundation, at the Herald Square Duane Reade located on 1350 Broadway. Additional events will be held in the other boroughs.

"Reducing domestic violence begins with each and every one of us recognizing what an unhealthy relationship is and knowing where to get help," said Mayor's Office to Combat Domestic Violence Commissioner Yolanda B. Jimenez. "By partnering with local businesses we are making sure that this message is delivered to every neighborhood in New York City. We are asking all businesses to join this effort to help save lives."

The campaign is partly funded by the Verizon Wireless HopeLine through the Mayor's Fund to Advance New York City. Thanks to the strong support of committed business partners such as C-Town Supermarkets, CVS, Duane Reade, New York Community Bank, Northfield Bank, Pay-O-Matic, and White Castle in addition to other small businesses, posters and palm cards will be placed in thousands of locations throughout the City. The campaign materials will also be placed at several City agencies including the Administration for Children's Services, Department of Consumer Affairs, Department of Homeless Services, Human Resources Administration, New York City Department of Parks and Recreation and New York City Housing Authority in addition to medical providers' offices. All materials encourage people to call 311 for the New York City Domestic Violence Hotline or 911 in an emergency.

"Verizon Wireless, through its HopeLine program, is proud to support and contribute to this far-reaching public education campaign," said Pat Devlin, President, Verizon Wireless, New York Metro Region. "It's a significant step in raising the awareness of domestic violence among New Yorkers, and we thank the Mayor's Office for leading the charge."

"As you may know, Duane Reade is a strong proponent of healthy living and healthy lifestyles for all New Yorkers," said Frank Scorpiniti, Senior Vice President, Pharmacy Operations and Board Member of the Duane Reade Charitable Foundation. "As such, we are pleased to be able to use our network of over 250 store and pharmacy locations in the New York Metro area to show our support for the OCDV's healthy relationship campaign and to make it easier for New Yorkers who need assistance to find it."

Efforts like these will help to build on the reductions we have seen during the Bloomberg Administration. In fact, during the last eight years, family related homicides have decreased by 20%. If you or someone you know is a victim of domestic violence, please call 311 or the City's 24-hour Domestic Violence Hotline 1-800-621-HOPE (4673) available in all languages. In an emergency call 911.

Businesses interested in joining this campaign can receive posters by calling the Mayor's Office to Combat Domestic Violence at (212) 788-3156. To learn how to make a donation for services to domestic violence victims through the Mayor's Fund to Advance New York City, please visit www.nyc.gov/fund.

The Mayor's Office to Combat Domestic Violence formulates policies and programs, monitors the citywide delivery of domestic violence services, and works with diverse communities to increase awareness of domestic violence. OCDV works closely with community leaders, health care providers, City agencies, and representatives from the criminal justice system to hold batterers accountable and to create solutions that are critical to preventing domestic violence in New York City. Additional information is available at www.nyc.gov/domesticviolence.

The Mayor's Fund to Advance New York City is a 501(c)(3) nonprofit organization designed to aid City programs. Established in 1994, the Mayor's Fund serves as an important vehicle for foundations, corporations and individuals to contribute to public programs and enhance the City's ability to serve its residents.

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