

FOR IMMEDIATE RELEASE

May 18, 2011

Contact: Michelle Sedaca, Development & Communications Associate
Phone: (617) 521-0125, Email: msedaca@casamyrna.org

D8ING A NIGHTMARE? NEW AD CAMPAIGN TARGETS TEENS

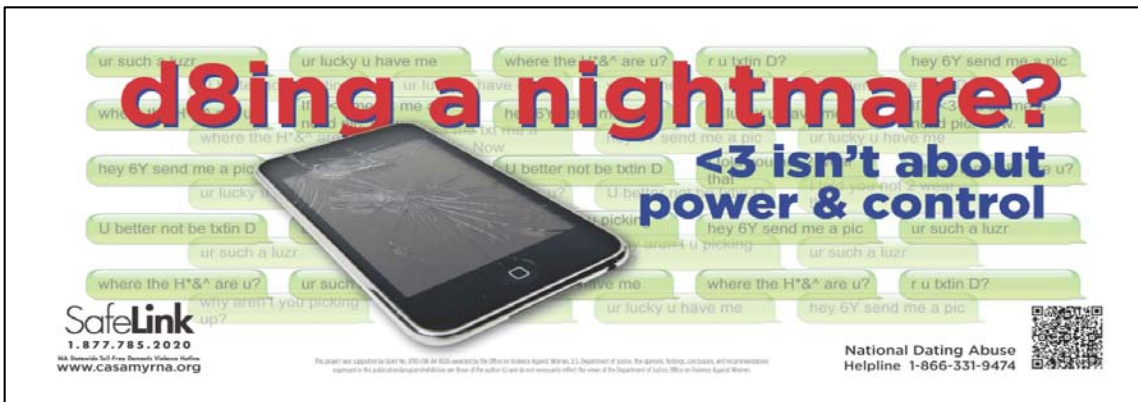
Casa Myrna, Boston's leading nonprofit delivering solutions to end domestic and dating violence, launched its latest public transit ad campaign specifically targeting teens. Running for four-weeks in English and Spanish on the **MBTA** in **Boston**, on buses in **Haverhill, North Andover, Lawrence, New Bedford, Fall River, and Brockton**, and on **4 bus shelters** in the Boston area, the ads (previewed below) aim to reach teens in a language they most often utilize: textspeak.

Teens from **Boston Public Health Commission's Start Strong Boston**, an initiative that educates youth about healthy and unhealthy romantic relationships, collaborated with Casa Myrna to translate the subject into a visual that resonates with their peers. Reflecting on the campaign's significance, 16 year-old Start Strong participant Mileena Torres said, "Teens don't know that if they're being abused there's help."

Highlighting resources for help encompasses an overarching goal of the campaign. Those resources include the National Dating Abuse Helpline, a hotline specifically for teens, and SafeLink, the agency's statewide 24/7 domestic violence hotline. Recognizing Generation Yers' fluency in all things tech, the ads also feature a barcode which directly connects smartphone users to the agency's website page containing relevant teen dating violence information and resources.

Casa Myrna is the only nonprofit in Massachusetts running public awareness campaigns on mass transit statewide to spotlight the critical issues of domestic and dating violence. According to the Centers for Disease Control and Prevention, approximately 1 in 4 teens experience abusive relationships.

The bus shelter ads are located near local high schools, including the John D. O'Bryant School of Mathematics & Science, Madison Park High School, and Brighton High School. The 4th bus shelter is situated at 467 Washington Street in Downtown Crossing, a hubbub of social activity where many youth congregate after school.



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.

###