

FOR IMMEDIATE RELEASE

October 4, 2010

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

CASA MYRNA'S 5TH TRANSIT AD CAMPAIGN

Casa Myrna Vazquez (Casa Myrna), Greater Boston's leading provider of shelter and supportive services to victims and survivors of domestic violence, unveiled its 5th statewide transit ad campaign in recognition of domestic violence awareness month this October. As the only domestic violence agency in Massachusetts running public awareness campaigns at this statewide level, the organization continues to cast the public spotlight on this critical issue, which impacts communities across the Commonwealth. In 2009, there were over 5,000 domestic violence-related arrests in the City of Boston, and 4,000 restraining orders were issued.

The ads (previewed below) run for one month on the red, orange, and silver lines on the MBTA in **Boston** and on buses in **Haverhill, North Andover, Lawrence, New Bedford, Fall River, Brockton, Pittsfield, and Springfield**. With English, Spanish, and Portuguese versions, the ads highlight SafeLink, the agency's statewide 24/7 domestic violence hotline (877-785-2020), a resource connecting victims to help within their own community. In the agency's most recently completed fiscal year, SafeLink provided immediate help to over 30,000 callers addressing domestic violence in their lives.



Founded in 1977 as a Boston-based shelter for battered women and their children, Casa Myrna has become the area's leader in creating comprehensive, culturally competent and innovative strategies to address and end domestic and family 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.

###