

FOR IMMEDIATE RELEASE

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CASA MYRNA UNVEILS NEW STATEWIDE AD CAMPAIGN

Casa Myrna Vazquez, Greater Boston's leading provider of shelter and supportive services to victims of domestic violence, will launch its 4th statewide transit ad campaign to help raise awareness about the issue, which affects one in four women in their lifetimes.

The ads (previewed below) run throughout May 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 aim to connect victims to SafeLink, the agency's statewide 24/7 domestic violence hotline (877-785-2020). Since the first of the year, SafeLink has answered over 3,000 calls from residents of Boston.

The mass transit ad campaign will be unveiled at Casa Myrna's ***Community of Conscience*** breakfast at the Omni Parker House Hotel from 7:30 – 9:00 am on **May 12th**, featuring remarks by **Attorney General Coakley** and **Mayor Menino**. Casa Myrna represents the only domestic violence organization in Massachusetts doing statewide outreach about the issue at this level.

To attend the ***Community of Conscience*** breakfast, please contact 617-521-0125 or mstedaca@casamyrna.org.



Casa Myrna Vazquez is a Boston-based organization dedicated to ending domestic violence in homes, families, and communities through intervention, prevention, and education. What began in 1977 as a single shelter has evolved into New England's foremost provider of shelter and comprehensive services to victims of domestic violence, operating the 24/7 statewide domestic violence hotline SafeLink (877-785-2020), and residential programs for women and children made homeless by domestic violence. The agency's range of 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.

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