

FOR IMMEDIATE RELEASE

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**DOMESTIC VIOLENCE VICTIMS ALSO LOOK LIKE ME:
CASA MYRNA'S NEW CAMPAIGN SPREADS AWARENESS OF EFFECTS ON CHILDREN**

Casa Myrna, Boston's leading nonprofit delivering solutions to end domestic and dating violence, has launched its eighth statewide ad campaign on mass transit systems. The ads are running in English and Spanish on the red, orange, and silver lines on the **MBTA in Boston, where the MBTA has donated space for 200 car cards**, and on buses in **Haverhill, North Andover, Lawrence, New Bedford, Fall River, Pittsfield, Springfield, and Brockton.**

This campaign reminds viewers that although domestic violence is typically seen as an issue affecting only adults, children are its collateral victims. They suffer long-term, devastating effects from witnessing the abuse of their mothers or primary caregivers, and many will grow up to be victims or abusers themselves. The ads also encourage victims to call Casa Myrna's SafeLink Hotline (877-785-2020), the only statewide 24/7 domestic violence hotline in Massachusetts.

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. Previous campaigns have focused on spreading awareness of domestic violence, engaging men in ending abuse, and engaging teens to think about teen dating violence. The ad campaigns have two goals: to connect victims to the SafeLink Hotline, and to build a Community of Conscience where domestic and dating violence are no longer ignored or tolerated.



Spring 2012 Ad Campaign

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.

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