

Sample Press Release

(Print on your agency's letterhead.)

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PRESS RELEASE

Contact: (Name)
(Phone number)

April Declared Sexual Assault Awareness Month

FOR IMMEDIATE RELEASE

(Date)

In solidarity with leaders across the nation, Governor Doyle has declared April as Sexual Assault Awareness Month for Wisconsin. The Governor's proclamation recognizes that sexual violence "continues at an alarming rate," and emphasizes the need to foster greater public awareness of the causes and effects of sexual violence, and to address the problem on every civic level.

According to the most recent statistics released by the Office of Justice Assistance, 5,618 sexual assaults were reported to police in 2004, an increase of nearly 4% over 2003. Furthermore, we recognize that this number represents only a fraction of the actual number of assaults. According to the FBI and the Centers for Disease Control, sexual assault is more likely than any other crime to go unreported and it is estimated that nearly two-thirds of all sexual assaults are never reported.

According to (Name of Exec Dir), Executive Director of (Agency), Sexual Assault Awareness Month was established to bring to light the prevalence of sexual violence in our society, to recognize and support victims, to recommit to holding offenders accountable, and to acknowledge that every individual plays a role in ending sexual violence.

"Decide to End Sexual Assault, It's Up to Each of Us" is the theme for Sexual Assault Awareness Month, 2007. This message emphasizes the power we as individuals have to transform our communities into places where respect is the norm, and where choosing to sexually assault another person is never acceptable.

Sexual Assault Awareness Month, April 2007

Decide to End
Sexual Violence

“There are simple ways each of us can take a stand against sexual violence on a daily basis” said (Last name of Exec Dir). “We set a powerful example every time we talk to our kids about the importance of respect and equality in relationships, every time we speak up if someone makes a degrading comment, every time we demonstrate support for survivors of sexual violence. By educating ourselves and talking with others, we can challenge our communities to reject sexual violence.”

Additionally, (Agency) has scheduled Sexual Assault Awareness Month activities, including (list community activities).

Sexual Assault Awareness Month is recognized nationally and is symbolized through a teal ribbon. To learn more or to get involved, contact (Agency and phone number) or visit the Wisconsin Coalition Against Sexual Assault’s website at www.wcasa.org.

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