



MEDIA RELEASE

“I’m anti violence”: The New York City Anti-Violence Project calls on all New Yorkers to declare their opposition to violence against LGBTQ communities

For Immediate Release

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New York-The New York City Anti-Violence Project is proud to announce the launch of a new advertising campaign “I’m anti violence.” The campaign, which will run on New York City buses and subways and in print and electronic media, underscores the idea that we must all work together to end violence and to keep our streets and homes safe. Through this ad campaign the Anti-Violence Project seeks to highlight the work of lesbian, gay, bisexual, transgender and queer (LGBTQ) communities and indeed all New Yorkers who oppose violence and hold the shared values of community, dignity and respect. The ads feature positive and powerful images of LGBTQ people today.

According to the 2007 Annual Report on Hate Violence, issued by the National Coalition of Anti-Violence Programs (NCAVP), hate violence cases have risen an average of 24% nationwide and 2008 has seen increasing violence in New York City. Our campaign reminds New Yorkers that the New York City Anti-Violence Project is dedicated to eliminating violence against and within the LGBTQ communities 24 hours a day, 7 days a week and will be there whenever we are needed.

To reach as many New Yorkers as possible, the campaign will be featured on subways and buses this fall, will run in local newspapers for a year, and will have an interactive component

online at www.avp.org. We invite people to participate in the campaign and declare their support for the Anti-Violence Project by creating their own personal "I'm anti violence" ad and sending a picture of themselves with their ad's copy to the Anti-Violence Project. These pictures will be posted on our website throughout the year. Attendees to the New York City Anti-Violence Project's 12th Annual Courage Awards will also have an opportunity to participate in the campaign through a photo station set up at the Courage Awards. This year's Courage Awards Gala will be held on Monday, October 27th at ESPACE located at 635 West 42nd Street where we will honor Alan Cumming, Mercedes-Benz, Willow House, and *Bash'd: A Gay Rap Opera*.

The campaign was designed by Linda King and Scott Corrigan, the advertising creative team that has launched three successful social marketing campaigns for the New York City Anti-Violence Project, including campaigns to report street harassment and domestic violence. Funding for the campaign was provided by the New York State Department of Health's Services for LGBT Individuals, Families and Communities, which funds the Anti-Violence Project's work to eliminate hate violence against LGBTQ people.

The Anti-Violence Project was founded 28 years ago as a community response to a number of hate-motivated incidents targeting gay men in Manhattan's Chelsea neighborhood. Today, the Anti-Violence Project is the nation's largest crime-victim assistance and advocacy agency for the lesbian, gay, bisexual, transgender, queer and HIV-affected communities, and coordinates the National Coalition of Anti-Violence Programs, a coalition that engages in anti-violence work on a national level.

The New York City Anti-Violence Project is dedicated to eliminating hate violence, sexual assault, stalking and domestic violence in lesbian, gay, bisexual, transgender, queer and HIV-affected communities through counseling, advocacy, organizing and public education.

In 2007, the Anti-Violence Project served over 2,000 victims of violence. The Anti-Violence Project's Safe Dating and Internet Safe Dating Tips, as well as annual reports on hate violence and domestic violence can be accessed online at www.avp.org or by calling 212-714-1184. NCAVP's annual Domestic Violence Report was released on Monday, October 20, 2008. For a copy of the report, visit www.avp.org.

The Anti-Violence Project provides free and confidential assistance to crime victims through its 24-hour bilingual hotline: 212-714-1141