



Media Advisory:

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California Domestic Violence and Sexual Assault Coalitions Join National Movement to say NO MORE to Violence Against Women

Sacramento, March 13, 2013 –Today The California Partnership to End Domestic Violence (The Partnership) and the California Coalition Against Sexual Assault (CALCASA) are joining a nationwide effort to launch the country’s first unifying symbol to end domestic violence and sexual assault. NO MORE is a groundbreaking symbol designed to encourage change and radically increase the awareness of these kinds of violence in our communities. In the same manner that the pink ribbon signifies breast cancer awareness and the red ribbon signifies AIDS awareness, the turquoise NO MORE symbol signifies domestic violence and sexual assault awareness, as well as the need to take individual action to end violence.



Partnership Executive Director Tara Shabazz believes that this symbol will unify the anti-violence movement and bring much needed public awareness to the issue.

“NO MORE is the first symbol that addresses the need to end both domestic violence and sexual assault,” she said. “The goal is for this symbol will become just as

recognizable as the pink breast cancer ribbon, because violence is a very real and very common threat in our homes and communities.”

Sandra Henriquez, Executive Director of CALCASA, said that NO MORE Day represents a time for domestic violence and sexual assault advocates, who often work together behind the scenes, to take a public stand together.

"Today on NO MORE Day, the domestic and sexual assault movements stand together to unify our efforts. NO MORE recognizes our respective efforts in the past 40 years and symbolizes our intent to work together to eliminate sexual and domestic violence."

About the Partnership

The California Partnership to End Domestic Violence (the Partnership) is California's statewide domestic violence coalition, with organizational and individual members across the state. Working at the local, state and national levels for nearly 30 years, the Partnership has a long track record of successfully passing over 100 pieces of legislation on behalf of domestic violence victims and their children. The Partnership believes that by sharing expertise, advocates and legislators can end domestic violence. Every day we inspire, inform and connect all those concerned with this issue, because together we're stronger. With offices in Sacramento, the Partnership's member programs span the entire state.

About CALCASA

CALCASA is the only statewide organization in California whose sole purpose is to promote public policy, advocacy, training and technical assistance on the issue of sexual assault. CALCASA convenes statewide and national training conferences and its primary membership is composed of the 84 rape crisis centers and rape prevention programs in CA. Its affiliate membership is comprised of local, statewide and national organizations, businesses, and individuals committed to the elimination of sexual violence. For more information, visit www.calcasa.org.

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