MEDIA CONTACT:

[Insert media contact first and last name]

[Insert organization name]

[Insert contact phone number]

[Insert contact email address]

**Statewide Awareness Campaign Sheds Light on Teen Dating Violence**

**[Insert city here], Wisc.** – [Insert date here]**–** With more than 1 in 5 teens experiencing dating violence in Wisconsin, End Domestic Abuse WI (End Abuse) has launched a statewide awareness campaign to support communities in promoting healthy, respectful, non-violent relationships.

The July 27 launch unveiled an interactive Dare2Know[website](http://d2kwi.org/) and a series of video, radio, digital and transit ads appearing on digital and social media and in shopping malls, movie theatres and buses. The campaign will initially appear throughout key Wisconsin markets, including Green Bay, LaCrosse, Rothschild, Metro Milwaukee, Rhinelander, Ashland, and Duluth.

[Insert quote from your organization’s leadership about the Dare2Know campaign]

Dare2Know is a cause that seeks to expose – and end – the serious impact of teen dating violence in Wisconsin and long-term effects on youth and society. The purpose is to inform, illustrate and inspire youth to rally together in positive ways and promote healthy relationships in their schools and communities. A variety of resources, tools and activities, including a youth-led Teen Ambassador Program, will allow teens to actively participate and share their experiences with each other.

“Dare2Know encourages Wisconsin teens to make a difference in their own lives and communities. It offers them a visible platform and the tools to stand up and speak out against teen dating violence and affect healthy change,” said Patti Seger, Executive Director of End Abuse.

The campaign’s initial phase reveals the following statistics:

* **1 in 5** teensexperience dating violence (source: End Domestic Abuse WI)
* **1 in 4** teens in a relationship say they have been called names, harassed or put down by their partner through mobile devices. (source: <https://www.urban.org/research/publication/teen-dating-abuse-and-harassment-digital-world>)
* **2 in 3** teens who were in an abusive relationship never told anyone about it. (source: <http://www.loveisrespect.org/pdf/Dating_Abuse_Statistics.pdf>)

Seger believes the timing is right for the campaign to resonate.

“Kids are out of school, looking for things to do. They’re visiting the mall and checking out new summer movies at theatres. Making their voices heard is important to them, and Dare2Know offers them direction and constructive ideas,” she said.

**About End Domestic Abuse WI**

End Domestic Abuse Wisconsin: The Wisconsin Coalition Against Domestic Violence is the leading voice for victims of domestic abuse in Wisconsin. At End Domestic Abuse Wisconsin, we educate shelter and program volunteers and advocates, law enforcement, legislators, and community members to provide safety and support to survivors. We strive to shift Wisconsin from the attitudes and beliefs that cause domestic violence to values of mutual respect and equality, and we partner with communities in the effort to prevent and end domestic abuse.

We encourage reporters to include the National Domestic Violence Hotline number [1−800−799−SAFE] in their stories for victims who need help.  A list of local Wisconsin domestic violence victim service providers can be found at [http://www.endabusewi.org](http://www.endabusewi.org/). End Domestic Abuse WI is located at 1245 East Washington Avenue, Suite 150, Madison, Wisconsin 53703. Phone 608-255-0539.

About [Insert Organization Name]

[Insert organization boilerplate, or use this space to tell members of the media about your organization’s mission.]

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