

FOR IMMEDIATE RELEASE
February 24, 2010

Contact: Toni Troop
617-557-1807

MEN CHANGING CULTURE OF VIOLENCE:

District Attorney Gerry Leone and WBZ Sportscaster Steve Burton team up to Co-Chair Jane Doe Inc.'s statewide campaign to stop violence against women

- WHAT:** At a time when calls for services at sexual assault and domestic violence programs are approaching an all time high, men and boys across Massachusetts are engaged in a critical conversation about their role in ending violence against women. Jane Doe Inc. will host the 3rd Annual White Ribbon Day celebration to recognize male leadership and activism to help put an end to the scourge of violence against women by promoting equality, respect and healthy relationships. As part of an international campaign, White Ribbon Day focuses on the intrinsic link between violence against women and human rights.
- WHO:** Middlesex District Attorney **Gerry Leone** and WBZ Sportscaster **Steve Burton** will chair the event for hundreds of men and boys from workplaces, schools, community groups and faith communities. Lt. Governor **Timothy P. Murray** will speak along with Pascal Akimana, an asylum seeker from Burundi; Gunner Scott, Executive Director of the Massachusetts Transgender Political Coalition and several youth activists.
- WHEN:** Tuesday, March 2, 2010 at 1:00 PM
- WHERE:** State House, Gardner Auditorium
- WHY:** The White Ribbon Day campaign fosters a broader framework that promotes healthy behaviors and positive masculinity. Jane Doe Inc. adopted this campaign as a primary prevention strategy in order to engage more men and boys directly in this work as they have a unique and critical role to play in ending men's violence against women. Over 400 men in Massachusetts have already signed on to this campaign as White Ribbon Ambassadors. By making this commitment, men exhibit leadership and serve as an example for their children and other men to emulate.

For additional information about the Massachusetts White Ribbon Day Campaign and a list of local events, please visit www.janedoe.org/whiteribbonday, or contact Toni Troop, JDI's Director of Communications, at 617-557-1807 or ttroop@janedoe.org.