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# PRESS RELEASE

## ALPHA CHI OMEGA MARKS DOMESTIC VIOLENCE AWARENESS MONTH WITH EDUCATION AND OUTREACH

FOR IMMEDIATE RELEASE

**INDIANAPOLIS**, Oct. 1, 2016 – This October, Alpha Chi Omega will once again observe Domestic Violence Awareness Month. In partnership with Mary Kay, Inc., Alpha Chi Omega will not only provide members with information and tools to take action against relationship violence, it will encourage collegiate and alumnae members to find ways to make a direct, positive impact on local nonprofits serving women impacted by domestic violence.

“Domestic violence awareness isn’t just a philanthropic priority for Alpha Chi Omega – it’s a passion,” shared Katie Gaffin, chief executive officer. “For more than two decades, we’ve worked to help women feel empowered to develop healthy relationships. Not only do our efforts during October give members the support and resources to grow as real, strong women, they also teach them how to ask for help – or offer help – should they personally encounter relationship violence.”

This year, Alpha Chi Omega and Mary Kay will encourage chapters to spotlight their outreach efforts by participating in a Domestic Violence Awareness Month Photo Contest. Individual collegiate and alumnae members can submit photos throughout the month of October that follow the prompt, “I support domestic violence awareness because...” All photo entries will be posted on the [Alpha Chi Omega Facebook](#) page. Throughout the month of October, individuals will be encouraged to vote for their favorite photo in the gallery. The winning submission will receive \$3,000 to be granted to the domestic violence service provider of their choice.

In addition to this new initiative, Alpha Chi Omega once again provided more than 20,000 collegiate members at 144 campuses with DVA ribbons, Mary Kay lipstick and pass-it-on cards sharing information about dating violence. These cards also direct readers to the loveisrespect text-for-help service, sponsored by Mary Kay. By simply sending the text “loveis” to 22522, the helpline connects young people via text with resources and support. To go along with the cards, talking points were created by Break the Cycle to assist members when handing these out on campuses.

As another part of the month’s initiatives, Alpha Chi Omega created an educational program to be facilitated within collegiate chapters to educate their members on dating violence. The program will help members discuss dating violence, including how it is defined, how control and manipulation is exhibited in abusive relationships, and how to respond and support someone in an abusive relationship.

To learn more about Alpha Chi Omega’s domestic violence awareness initiatives, visit [alphachiomega.org](#).

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**About Alpha Chi Omega**

Alpha Chi Omega is a values-driven women's fraternity founded in 1885. As a nonprofit organization, it supports more than 200,000 living members in 142 college chapters and 193 alumnae chapters across the United States. The Fraternity is far more than a social organization, more than a place to live, or a way to meet people. Its mission is to enrich the lives of members through lifetime opportunities for friendship, leadership, learning and service. Learn more about Alpha Chi Omega at [alphachiomega.org](http://alphachiomega.org) and [facebook.com/alphachiomegahq](https://facebook.com/alphachiomegahq).

**About Mary Kay**

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