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PRESS RELEASE

ALPHA CHI OMEGA AND MARY KAY INC. EDUCATE YOUNG ADULTS ON HEALTHY DATING RELATIONSHIPS

Organizations Join Forces to Share National Dating Abuse Helpline with College Students

FOR IMMEDIATE RELEASE:

INDIANAPOLIS (October 24, 2013) — In honor of Domestic Violence Awareness Month, Alpha Chi Omega and Mary Kay Inc. are partnering to help bring an end to dating abuse and domestic violence. Together with dating abuse experts at loveisrespect, Mary Kay is providing educational information and tools to identify warning signs and resources for help. Alpha Chi Omega members across the country will use these materials as they promote healthy dating relationships within their chapters and campus communities.

Committed to preventing domestic violence before it starts, Alpha Chi Omega and Mary Kay believe education and awareness are the best remedies to the epidemic of abuse sweeping the country. In addition to a social media campaign to drive awareness and engagement, more than 16,000 women at 135 universities across the United States received palm cards identifying the warning signs of an abusive relationship. These cards include information on the loveisrespect text for help service, also sponsored by Mary Kay. By simply sending the text “loveis” to 22522, the help line connects young people via text with resources and support.

Alpha Chi Omega Executive Director Tami Shields Silverman stated, “Domestic violence awareness and education has been our national philanthropy for more than twenty years. By partnering with an organization that shares our strong commitment, Mary Kay and Alpha Chi Omega can make even greater strides to help young women feel empowered to develop healthy relationships for themselves and create a supportive environment for their peers.”

The text for help line is part of Mary Kay’s *Don’t Look Away* campaign designed to educate the public on how to recognize the signs of an abusive relationship, how to take action, and to raise awareness of a variety of support services. “Sadly, the statistics are not in favor of young women – one in three will experience abuse in a dating relationship. And it is statistics like these, and research findings of domestic abuse on the rise in this country, that spurred Mary Kay’s *Don’t Look Away* campaign and the partnership with Alpha Chi Omega,” said Crayton Webb, Mary Kay’s director of corporate communications and corporate social responsibility. “Mary Kay has a long standing commitment to bringing an end to domestic violence and we can’t think of a greater way to do so than by working to prevent the abuse before it even starts.”

“Most young people don’t realize that jealousy, checking your cell phone and email and even controlling who you connect with on social media are all warning signs of an abusive relationship,” said Cristina Escobar, director of loveisrespect. “Partnering with Mary Kay has helped loveisrespect reach thousands of young people each month. And now working with Alpha Chi Omega, we have even more feet on the street to spread the message that love should not hurt and that help is as simple as a text message away.”

To learn more about the initiatives, please visit alphachiomega.org or marykay.com/dontlookaway.



About Alpha Chi Omega

Alpha Chi Omega is a values-driven fraternity founded in 1885. As a nonprofit organization, it supports more than 100,000 living members in 135 college chapters and 200 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 and [facebook.com/alphachiomegahq](https://www.facebook.com/alphachiomegahq).

About Mary Kay

Irresistible products. Positive community impact. Rewarding opportunity. For 50 years, Mary Kay has offered it all. With 3 million Mary Kay Independent Beauty Consultants and \$3 billion in global annual wholesale sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world. To learn more or to locate a Mary Kay Independent Beauty Consultant in your area, please visit marykay.com.

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