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PRESS RELEASE

ALPHA CHI OMEGA MARKS 25 YEARS CHAMPIONING DOMESTIC VIOLENCE AWARENESS WITH FINANCIAL ABUSE FOCUS

FOR IMMEDIATE RELEASE

INDIANAPOLIS, Oct. 2, 2017 –This October, Alpha Chi Omega marks 25 years working to combat domestic violence through its national philanthropy. As champions fighting against this public health crisis – which affects one in every four women in their lifetime – Alpha Chi Omega strives to prevent unhealthy relationships and build healthy ones.

This year, Alpha Chi Omega is raising awareness of a lesser-known form of domestic violence: financial abuse.

“When we talk about domestic violence, our minds immediately go to physical abuse – but it’s also about maintaining power and control over a partner,” explained Amy Colvin Mustafa, senior director of education and engagement for Alpha Chi Omega. “We hear survivor stories, and our first knee-jerk reaction can be to wonder why the women didn’t leave. Financial abuse is the number one reason”

According to the National Network to End Domestic Violence, 98 percent of abusive relationships involve financial abuse, where abusers control victims by preventing access to money or other financial resources. This can include controlling how money is spent; withholding money or “giving an allowance;” stealing from the other person – their identity, money, credit, or property; not allowing a partner to work or earn money; preventing the other person from going to school; controlling or not allowing access to financial information like tax returns, checking account statements and credit card statements.

Financial abuse is such a critical problem, Alpha Chi Omega partnered with The Allstate Foundation and Mary Kay, Inc. to focus its 25th DVA month on education and outreach centered around this issue. Alpha Chi will not only provide members with information and tools to help them learn about and prevent financial abuse, it will encourage collegiate and alumnae chapters to find ways to make a direct, positive impact on local nonprofits serving women impacted by domestic violence.

This year, Alpha Chi Omega and Mary Kay will encourage chapters to spotlight their outreach efforts by participating in its second-annual 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, guests 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 nonprofit of their choice.

In addition to this new initiative, Alpha Chi Omega once again provided more than 20,000 collegiate members at 144 chapters with Alpha Chi Omega purple DVA ribbons, Pass-It-On cards with information about financial abuse

sponsored by Mary Kay, Mary Kay lip gloss and The Allstate Foundation Purple Purse charms. These items provide a visual reminder of the issue, and help members raise awareness of their efforts to the greater community.

To learn more about Alpha Chi Omega's domestic violence awareness initiatives, visit www.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 144 college chapters and 187 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 www.alphachiomega.org and facebook.com/alphachiomegahq.

About The Allstate Foundation

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Through partnerships with nonprofit organizations across the country, The Allstate Foundation brings the relationships, reputation and resources of Allstate to support innovative and lasting solutions that enhance people's well-being and prosperity. With a focus on teen safe driving and building financial independence for domestic violence survivors, The Allstate Foundation also promotes safe and vital communities; tolerance, inclusion, and diversity; and economic empowerment. For more information, visit www.AllstateFoundation.org.

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 www.marykay.com.