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PRESS RELEASE

ALPHA CHI OMEGA RAISES AWARENESS AND EDUCATES ON DOMESTIC VIOLENCE Organization Provides Opportunities and Resources to Honor Domestic Violence Awareness Month

FOR IMMEDIATE RELEASE:

INDIANAPOLIS (October 1, 2015) — In honor of its national philanthropy, Alpha Chi Omega is observing Domestic Violence Awareness Month in October. In partnership with Mary Kay, Inc., Alpha Chi Omega is providing its members with educational information and tools to take action against relationship violence. Throughout the month of October, Alpha Chi Omega members across the country will use these materials as they promote healthy relationships and fight against unhealthy relationships within their chapters and campus communities.

In addition to a social media photo contest to drive awareness and engagement, more than 21,000 women at 141 universities across the United States received buttons, compact mirrors and palm cards identifying actions students may take against dating violence and sexual assault on their own campuses. These cards also direct readers to the loveisrespect text-for-help service, also sponsored by Mary Kay. By simply sending the text “loveis” to 22522, the helpline connects young people with resources and support via text.

Alpha Chi Omega CEO/Executive Director Tami Shields Silverman stated, “Domestic violence awareness and education has been our national philanthropy for more than 20 years. Our work is intended to help young women feel empowered to develop healthy relationships for themselves and create a supportive environment for their peers. It’s about giving our members the support and resources to grow as real, strong women, while also instilling trust and confidence to know when and how to ask for help.”

As part of the month’s initiatives, Alpha Chi Omega also created an educational program to be facilitated within collegiate chapters to educate members on consent. The program is sponsored by Mary Kay, and programming support was created by Break the Cycle to help members discuss consent, including how it is defined, how it is given or not given, and what it looks like on campuses today.

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 fraternity founded in 1885 whose national philanthropy is domestic violence awareness and prevention. As a nonprofit organization, it supports more than 100,000 living members in 139 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.

About Mary Kay

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