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FOR IMMEDIATE RELEASE:

CHRIS BROWN: ROLE MODEL?

DO SOMETHING.ORG REPORTS 50% OF YOUTH SURVEYED ARE PERSONALLY AFFECTED BY TEEN DATING VIOLENCE

SURVEY REVEALS STARTLING STATISTICS ON TEEN DATING VIOLENCE AND ABUSE

New York, NY (June 23, 2009) – DoSomething.org, the largest national organization dedicated to teens and social change, announced today the results of a nation-wide survey of over 3,000 of America's youth on the topic of teen dating violence and abuse. This survey was the next step in DoSomething.org's nation-wide [Teen Dating Violence](http://www.dosomething.org/whatsyourthing/Violence+and+Bullying/Dating+Abuse) <<http://www.dosomething.org/whatsyourthing/Violence+and+Bullying/Dating+Abuse>> campaign, which continues to raise awareness around the staggering fact that 1 in 3 teens will be in an abusive relationship -- and that most will stay in the relationship after the first act of violence.

"We had heard so many anecdotes, so we decided to do an actual survey to get the numbers—and what we've unearthed is an epidemic," says **Nancy Lublin, CEO and Chief Old Person of DoSomething.org**.

Jane Randel from Liz Claiborne Inc. was not surprised. This fall, DoSomething.org and Liz Claiborne Inc. will launch a new initiative that empowers teens from across the country to take action in their schools and communities to end dating abuse and violence.

"We know that alarmingly high numbers of teens are experiencing dating abuse and violence and they want to do something about the problem," says **Jane Randel, Vice President, Corporate Communications, Liz Claiborne Inc.** "Partnering with DoSomething.org, we hope to help teens get more involved in introducing the *Love Is Not Abuse* curriculum to schools and ensuring that there is teen dating abuse education in every middle school and high school in the country."

The survey results include:

- **Approximately 50% of youth respondents state** they are personally affected by this issue (whether it be they are in an abusive relationship or know someone who is in one)
- **Over 90% of respondents feel** that every school should be required to include the topic/issue of teen dating abuse and violence in the curriculum; **over 75% confirm** they would work with legislators to put these requirements into place with their own school or local board of education
- **Over 80% of those surveyed** requested more information from DoSomething.org on this topic and ways they could take action in their community; **when asked "Why do you want more information?"** respondents answered (names withheld to protect anonymity):
 - *"Eliminating teen dating abuse will not only help us, the current teens, but it will also help the future teens."*
 - *"I want to make a difference in my generation and stop the ongoing violence that is never properly dealt with."*
 - *"Because it's a cause worth taking action for...[and]...young girls that get abused...grow up to be wives that get abused...and no one deserves that."*

Shortly after the Chris Brown/Rihanna incident was reported, DoSomething.org responded with a disturbing public service announcement that included a re-enactment of an abusive situation, loosely based on the LA police report. That re-enactment clip has been viewed over 1 million times online. [Click here to view it on YouTube](http://www.youtube.com/watch?v=3Mr4kXW6mOU) <<http://www.youtube.com/watch?v=3Mr4kXW6mOU>>. The call to action was for kids to highlight the “1 in 3” statistic by wearing “black & blue” bracelets. Over 55,000 kids requested the free bracelets in just 5 weeks.

Last week, DoSomething.org went back to those 55,000 teens and over 3,000 responded to an in-depth online survey about teen dating abuse. Among other questions, DoSomething.org asked how they used the bracelets to raise awareness. Some of the responses included (names withheld to protect anonymity):

- *“I gave the bracelets to girls that I know have experienced it...A few have actually dumped their boyfriends, but not all. It’s a start, and I think it helps, because they know that they’re not alone.”*
- *“I talked to my friends about promising to tell each other if we ever were in an abusive relationship, and we promised to help each other if we were ever in that situation.”*
- *“I gave the bracelets to people I personally knew would do something about the cause...[and]...would wear the bracelets day in and day out...and the campaign continues on.”*

The survey, conducted through Survey Monkey and organized by DoSomething.org and Liz Claiborne Inc., received approximately 3,200 responses (a response rate of over 6%) and more than 1,000 personal stories about dating abuse in one capacity or another. The average age of young people who responded to the survey was 17 years old. For a complete breakdown of survey results, please contact Kevin Hughes at KHughes@DoSomething.org

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ABOUT DO SOMETHING:

Do Something believes teenagers have the power to make a difference. We leverage communication technologies to enable teens to convert their ideas and energy into positive action. Recipient of Fast Company’s Social Capitalist Award in 2008 and the Webby “People’s Voice” Award in 2009; Do Something inspires, empowers and celebrates a generation of doers (nearly 12 million kids in 2008): Teenagers who recognize the need to do something, believe in their ability to get it done, and then take action. Plug in at www.DoSomething.org.

LIZ CLAIBORNE INC.

Since 1991 Liz Claiborne Inc. has been working to end domestic violence. Through its *Love Is Not Abuse* program, the company provides information and tools that men, women, children, teens and corporate executives can use to learn more about the issue and find out how they can help end this epidemic. www.loveisnotabuse.com. Liz Claiborne Inc.’s *Love Is Not Abuse* curriculum was officially launched in April 2006 and has been distributed to approximately 4900 schools and organizations across all 50 states.