

April 5, 2011
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FOR IMMEDIATE RELEASE

Sexual violence prevention PSA debuts in Times Square

NEW YORK - Visitors to the Big Apple will be the first to witness a new public service announcement promoting sexual assault prevention. The 15-second ad, created by the National Sexual Violence Resource Center (NSVRC) in conjunction with Neutron Media Inc., is being broadcast on the CBS "Super Screen" in New York's Times Square. The release date coincides with the beginning of this year's Sexual Assault Awareness Month.

The PSA supports this year's campaign, *It's time ... to get involved*, and shows people holding clocks encouraging everyone to prevent sexual violence by intervening, listening or speaking up. The message will air hourly through June 30 on the CBS screen located on 42nd Street between 7th and 8th Avenues.

"Approximately 20 percent of the population will experience some form of sexual violence in their lifetime.¹ These crimes impact children, families, coworkers and communities; and the majority of which – nearly 63 percent – are never reported.² With 1.5 million people passing through Times Square each day, this PSA provides a unique opportunity to get them involved in sexual violence prevention," says NSVRC Director Karen Baker.

It's time ... to get involved aims to engage everyone in sexual assault prevention and establish environments where people are safe and respected in their relationships, neighborhoods, schools and workplaces. For more information on Sexual Assault Awareness Month and prevention efforts, visit www.nsvrc.org/saam. Spanish resources are available online at www.nsvrc.org/es/saam.

NSVRC identifies, develops and disseminates resources regarding all aspects of sexual violence prevention and intervention. Founded by the Pennsylvania Coalition Against Rape in 2000, the NSVRC focuses on "Collaboration – Prevention – Resources."

¹ Tjaden, P. and Thoennes, N. (2000). *Full Report of the Prevalence, Incidence, and Consequences of Violence Against Women*. Washington, DC: National Institute of Justice, U.S. Department of Justice. www.ncjrs.gov/pdffiles1/nij/183781.pdf

² Rennison, C. (2002). *Rape and Sexual Assault: Reporting to Police and Medical Attention, 1992-2000*. Washington, D.C.: U.S. Department of Justice, Office of Justice Programs, Bureau of Justice Statistics. <http://bjs.ojp.usdoj.gov/content/pub/pdf/rsarp00.pdf>

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