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Tracy Cox, Communications Director
877-739-3895, Ext. 116
National Sexual Violence Resource Center (NSVRC)

FOR IMMEDIATE RELEASE

April is Sexual Assault Awareness Month

(Enola, Pa.) April is Sexual Assault Awareness Month (SAAM). Each day, each of us witnesses a continuum of behaviors that range from being respectful and safe, to sexually abusive and violent. This year's SAAM campaign, *It's time ... to get involved*, explores common, everyday behaviors and offers individuals viable, responsible ways to intervene. In addition to the month-long campaign, the SAAM "Day of Action," on Tuesday, April 5, will highlight nationally coordinated events to raise public awareness about sexual violence and specific ways people can get involved in its prevention.

Sexual violence affects people of all ages, ethnicities and backgrounds. Nearly 20 percent of the population has experienced some form of sexual assault in their lifetime, according to a report by the U.S. Department of Justice.¹ By advocating widespread change, this year's campaign not only focuses on individuals, but also environments, including systems and norms that contribute to sexual violence and oppression. *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, families, neighborhoods, schools, workplaces and communities.

Campaign materials are available on the SAAM website at www.nsvrc.org/saam and on a resource CD distributed by the National Sexual Violence Resource Center. For more information, contact 877-739-3895 or email resources@nsvrc.org. Spanish materials are also available on the Spanish SAAM website at www.nsvrc.org/es/saam.

The National Sexual Violence Resource Center (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. & Thoennes, N. (2000) Full Report of the Prevalence, Incidence, and Consequences of Violence Against Women, U.S. Department of Justice.

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