For Immediate Release: [INSERT DATE]

Contact: [INSERT CONTACT INFORMATION]

**[AGENCY NAME] Welcomes October as National Domestic Violence Awareness Month**

[INSERT CITY, STATE] – [AGENCY NAME] today welcomed October as National Domestic Violence Awareness Month. One in four women will be the victim of domestic violence at some point in her lifetime, and, on average, three women are killed every day at the hands of a current or former intimate partner.

[INSERT QUOTE FROM LEADERSHIP/DESCRIBE THE PERVASIVENESS OF THIS CRIME]

The economic downturn has had a devastating effect on local programs working to serve survivors of abuse. While a bad economy does not cause domestic violence, it can make it worse. At the same time, there are fewer options for survivors to escape. According to the [2012 Mary Kay Truth About Abuse Survey](http://www.marykay.com/content/company/pr_pressreleases_2012survey.aspx), nearly 8 out of ten domestic violence shelters nationwide reported an increase in women seeking help, while the vast majority experienced decreases in funding.

Despite tremendous challenges, domestic violence shelters served nearly 70,000 victims in one day alone, according to the latest National Network to End Domestic Violence [Domestic Violence Counts](http://nnedv.org/resources/census/2011-report.html). More than three out of four domestic violence survivors who sought support groups, counseling, supportive services and legal advocacy found these services to be “very helpful,” the National Resource Center on Domestic Violence and the University of Connecticut School of Social Work [reported](http://www.vawnet.org/research/MeetingSurvivorsNeeds).

 [INSERT QUOTE FROM LEADERSHIP/CALL TO ACTION]

Throughout October, communities across the country will mourn for those whose lives were taken by domestic violence, celebrate the tremendous progress victim advocates have made over the years, and connect with one another with a true sense of unity to end domestic violence.

[INSERT ANY INFORMATION FOR DVAM EVENT(S)]

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