

## FOR IMMEDIATE RELEASE

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### **It's Time to Talk Day**

September 21, 2006 – Hampton, VA – Liz Claiborne Inc. and Marie Claire magazine have designated September 21, 2006 IT'S TIME TO TALK DAY to bring awareness to the important issue of domestic violence. Liz Claiborne and Marie Claire hope that by filling the air waves, the phone lines, the schools and the heart of American commerce with information on this pervasive problem, they will raise enough awareness that eventually this horrible epidemic finally will be wiped out once and for all. And you are invited to join them!

"Domestic violence is a problem that is more common than breast cancer and more insidious than AIDS, yet, by its nature, makes people uncomfortable. Designating September 21 as IT'S TIME TO TALK DAY is our way of turning this private problem into a social issue that all Americans can work to eliminate," said Paul R. Charron, chairman and CEO of Liz Claiborne Inc.

Domestic violence is more common than people think. There is at least one incident of domestic violence in half of all marriages. More women are injured in domestic violence than in car accidents, rapes and muggings combined. It crosses all barriers – socio-economic, racial, cultural, age, and gender. For more information on domestic violence and what you can do to break the cycle in your community, visit <http://www.transitionsfvs.org>.

### **Take a moment to talk about domestic violence:**

- At work, ask your employer to address this issue and help employees who are in need by putting domestic violence hotline numbers in common spaces (i.e. lunch rooms, bathrooms, bulletin boards). Transitions Family Violence Services has posters, brochures, and pocket cards that you can distribute or make available.
- Ask at your local school to see if the issue of dating violence is being addressed and urge them to adopt the Love Is Not Abuse curriculum to prevent teen dating

violence. Transitions can also work with your school on trainings and seminars to prevent and raise awareness around the issue of teen dating violence.

- Explore the many ways that you can support domestic violence victims in your community.

Around the country, talk radio, government officials, domestic violence advocates, businesses, schools and the public-at-large will take a moment - or more - to talk openly about an issue that affects nearly one in three women at some point in their lifetime. In fact, more than 12.5 million talk radio listeners across the country were reached with the message during It's Time to Talk Day 2005.

Please visit [www.Endabuse.org](http://www.Endabuse.org) for more information.