FOR IMMEDIATE RELEASE
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CLARK ATLANTA UNIVERSITY, JAZZ 91.9 WCLK-FM LAUNCH
“THE CALL TO TRUE BEAUTY”

Avon Products, Inc., Verizon Wireless Sponsor Campaign to End Dating and Domestic Violence

ATLANTA (Sept. 17)—Clark Atlanta University (CAU) and its award-winning radio station, Jazz 91.9 WCLK-FM, will launch “The Call to True Beauty,” a new advocacy, education and prevention campaign against dating and domestic violence Oct. 25-31. The weeklong series is sponsored by Avon Products, Inc. and Verizon Wireless, both nationally recognized corporate leaders in the crusade to end domestic violence.

“Data from the Bureau of Justice Statistics tell us that women ages 16 to 24 in dating relationships experience the highest rate of domestic violence and sexual assault,” CAU Provost and Vice President for Academic Affairs Joseph H. Silver Sr., says. “Clearly, that’s our target population, and while Clark Atlanta has not experienced an unusually high incidence of dating and domestic violence, “The Call to True Beauty” signals CAU’s zero-tolerance attitude toward this crime, as well as our intent to create a network of research, advocacy and prevention across the nation’s universities, especially the nation’s HBCU community.”

CBS Atlanta’s “Better Mornings Atlanta” and The Partnership Against Domestic Violence also are partnering in the campaign, which includes campus and community activities. For more information call 404-880-8337. The full schedule of events, all of which take place on CAU’s main campus, is available at www.CAU.edu. Campaign highlights include:

Monday, Oct. 25  “The Call to True Beauty” Memorial Balloon Lift – (6 p.m.)
(Note: biodegradable balloons will be used to safeguard the environment.)

Tuesday, Oct. 26  “A Day of Hope” Student Information Exchange – (2 – 5 p.m.)
(Pocket resource guides distributed throughout campus communities.)

Wednesday, Oct. 27 “The Call to True Beauty” Symposium – (2 – 7 p.m.)
(Sessions include sexual assault workshop; panels on legal, social and spiritual aspects of dating and domestic violence.)

Thursday, Oct. 28  “The Call to True Beauty” Press Conference – (11 a.m.)
(Survivors honored; celebrity kerchiefs auctioned to fund scholarships.)

Sunday, Oct. 31  “The Call to True Beauty” Worship Experience – (11 a.m.)
(Sermonic emphasis on issues of dating and domestic violence.)

(more)
Harold Watkins, director of field management services for Avon Products Inc., says that “too many women—approximately 1.3 million annually—who are abused by an intimate partner live their lives under a heavy kerchief of shame and silence. ‘The Call to True Beauty’ seeks to lift that kerchief and create a portal of education, awareness and advocacy, helping to ensure that they are able to answer the call to what is beautiful and precious in their lives.”

Verizon Wireless Executive Public Relations Director Sheryl Sellaway says that “what Clark Atlanta is doing is important not only because it reaches a critical, target population, but also because this effort includes the University’s commitment to train student leaders, equipping them with best practices and preparing them for service in this realm. This aligns perfectly with Verizon’s mission to end domestic violence, a crime not simply against women, but also their families and communities.”

Avon Products Inc. and Verizon Wireless each have committed $6,000 in scholarships to the University, to assist students who plan to continue the crusade against domestic violence through research, professional or service pursuits. “We want to ensure that those who endeavor to end dating and domestic violence have the benefit of educational opportunities that best prepare them for this work,” Watkins said. “With CAU’s focus and momentum,” Sellaway added, “we are confident that the network of advocacy and information resulting from this campaign will be a strong one.”

About Jazz 91.9 WCLK-FM
Jazz 91.9 WCLK - The Jazz of the City - is a 501(c) 3 non profit radio station licensed to Clark Atlanta University that is committed to preserving the legacy of Jazz through dynamic musical selections, cultural programming and community-focused initiatives. Founded in 1974, Jazz 91.9 WCLK broadcasts a mix of classic and contemporary Jazz, Gospel and Blues music. WCLK is a nonprofit, member supported, National Public Radio affiliate and Public Radio International station that serves the interest of the citizens in metropolitan Atlanta. For more station information, programming details, and to listen on the Web, please visit www.wclk.com.

About Avon Products, Inc.
Avon, the company for women, is a leading global beauty company, with over $10 billion in annual revenue. As the world’s largest direct seller, Avon markets to women in more than 100 countries through approximately 6.2 million active independent Avon Sales Representatives. Avon’s product line includes beauty products, as well as fashion and home products, and features such well-recognized brand names as Avon Color, Anew, Skin-So-Soft, Advance Techniques, Avon Naturals, and Mark. Learn more about Avon and its products at www.avoncompany.com.

About Verizon Wireless

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