Clark Atlanta University Launches “The Call to True Beauty 2011”
Annual Campaign seeks to Prevent Dating, Domestic Violence

Public Launch at Atlanta City Hall Monday, Oct. 17

ATLANTA (Sept. 26)—Clark Atlanta University (CAU) will mark National Domestic Violence Awareness Month with “The Call to True Beauty 2011,” the University’s annual advocacy, education and prevention campaign against dating and domestic violence, Oct. 16-21. The weeklong series is sponsored by Avon Products Inc. and Verizon Wireless, both nationally recognized corporate leaders in the crusade to end dating and domestic violence.

This year’s campaign launches publicly with a rally Monday, Oct. 17, from 11 a.m. to 2 p.m. at the Mitchell St. Plaza of Atlanta City Hall, including a live remote broadcast from The Jazz of the City - 91.9FM WCLK. During the rally, survivors, supporters and friends will honor the day with a memorial (eco-friendly) balloon lift, literally raising awareness of ‘The Call to True Beauty.’ Participants also will enjoy free giveaways and information, followed by a full week of campaign events, workshops and programs.

“This series continues to be a priority outreach effort on our campus,” says CAU Provost and Vice President for Academic Affairs Joseph H. Silver Sr., Ph.D. “National data indicate that women between the ages of 16 and 24 in dating relationships experience the highest rate of dating violence and sexual assault. Although our campus is not overrun with incidences of dating and domestic violence, even one case is too many. We also are concerned,” Silver added, “that the State of Georgia ranks 10th in the nation for single perpetrator, single-victim violent crimes committed by men against women. This signals that we must continue expanding the scope of our efforts beyond the campus footprint. ‘The Call to True Beauty,’ allows us to do that in meaningful, strategic partnership with local and national agencies.

This year’s campaign partners include The Partnership Against Domestic Violence, Georgia’s largest nonprofit domestic violence organization, and the Georgia Coalition Against Domestic Violence, a statewide network of member agencies, allied organizations and individuals united in the crusade against domestic violence. In addition to WCLK-91.9FM, the campaign also will be supported by CBS Atlanta’s “Better Mornings Atlanta,” represented by Co-Host Tracye Hutchins.

‘The Call to True Beauty 2011’ campaign highlights include:

Sunday, Oct. 16  “The Call to True Beauty” in Worship (10:45am) Davage Auditorium (CAU)
Monday, Oct. 17 “The Call to True Beauty” Rally and Memorial Balloon Lift (11 a.m.) Atlanta City Hall
Tuesday, Oct. 18 “The Faces of Dating and Domestic Violence” (6 - 8 p.m.) Cole Auditorium (CAU)
Wednesday, Oct. 19 “There Ought to Be a Law....” (6 - 8 p.m.) Cole Auditorium (CAU)
Thursday, Oct. 20 “The Dating Game” Information Fair (Noon - 5 p.m.) Henderson Center (CAU)
Friday, Oct. 21 “The Call to True Beauty” 2011 Awards/Press Conference (Noon) Aspacio Atrium (CAU)

With the exception of the rally and balloon lift, all events will be held in venues on Clark Atlanta’s main campus, 223 James P. Brawley Dr., SW in Atlanta (30314). A full schedule of the week’s events is located on the University’s web site, www.cau.edu. For more information, call 404-880-8337.

(more)
Herb Caver, director of customer service for Avon Products Inc., says that “one in five women will be a victim of sexual assault while in college. ‘The Call to True Beauty’ seeks to lift that veil 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. That this effort seeks to help women realize their true, fullest potential aligns perfectly with Avon Products’ corporate mission.” Avon Products Inc. this year funded $20,000 in gap scholarships for 10 Clark Atlanta University students selected into the first Avon Scholars and Ambassadors Program, an intensive training program designed to equip students to speak out against dating and domestic violence on campuses and in their communities. The selection process for the next class will begin in January 2012.

Verizon Wireless Executive Public Relations Director Sheryl Sellaway says “with domestic violence at an all-time high, Clark Atlanta University’s work is critically important because it reaches a key population and includes a commitment to address domestic violence through training 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.” Clark Atlanta University’s Whitney M. Young, Jr., School of Social Work continues to advance its research on dating and domestic violence thanks to a $50,000 graduate fellowship from Verizon Wireless which in 2010 led to the establishment of the School’s Verizon Wireless Domestic Violence Prevention Leadership Academy.

Avon Products Inc. and Verizon Wireless in 2010 each committed $6,000 to assist Clark Atlanta students demonstrating their personal commitment to the crusade against domestic violence through research, professional or service pursuits.

About Clark Atlanta University
Formed in 1988 by the consolidation of two historic institutions, Atlanta University (1865) and Clark College (1869), Clark Atlanta is a private, coeducational university and the largest of the United Negro College Fund institutions with an enrollment of nearly 4,000 students. The University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; Telephone 404-679-4501) to award the bachelor’s, master’s, specialist and doctoral degrees. The University is among a select group of HBCUs to be designated by the Carnegie Foundation as a Research University, and is frequently cited as one of the best values in American higher education.

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 6.5 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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