



PRESS RELEASE

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Safe Nest Launches *Coaching Boys Into Men:* Reaching Out to Men and Boys in Violence Prevention

Safe Nest is proud to announce the launch of the ground-breaking campaign, *Coaching Boys Into Men*, and extends an invitation to men throughout the valley to take a leadership role to prevent violence against women and children. The campaign includes television and radio public service announcements and educational resources for parents, coaches, teachers and community leaders. The message of the campaign is simple: **men can teach boys that violence does not equal strength**. Take an in-depth look at the campaign at www.safenest.org/coach.

The Challenge—How can men help prevent violence?

The time has come for domestic violence agencies, like Safe Nest, to reach out to men and invite them to become part of the solution. Research has shown that men are ready and willing to become partners in ending violence against women:

- 21 percent of men say they don't actively support efforts to stop domestic violence because "no one asked me to get involved;"
- A majority of men are willing to talk to children about the importance of healthy, violence-free relationships;
- Men are in a unique position as role models and can help steer boys and teens away from abusive behavior.

The Challenge to Men—Be Our Children's Role Models.

The *Coaching Boys Into Men* campaign appeals to men as fathers, friends, mentors, coaches, and community leaders and encourages them to talk with the boys in their lives about why violence has no place in relationships. The goals of the campaign are to:

1. Invite men to be part of the solution while educating them about the problem;
2. Motivate them to see their role as leaders and to act on it; and
3. Provide them with the tools and information necessary to break the cycle of violence.

The campaign includes television, radio and print media. The television and radio spots, called "Father and Son" feature vignettes of a father and son playing different sports together with the narrator saying, "You taught him how to hit the strike zone, a 9-iron, the net, open man." At the

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end, a narrator says, "But how much time have you spent teaching him what not to hit?" It uses the tag line, "All Violence Against Women is Wrong. Teach Early."

Local media outlets have already begun broadcasting these moving public service announcements. Safe Nest is also providing resources for men who are interested in learning more about how to talk to boys about violence prevention. For more information, contact Safe Nest at 877-0133, ext. 225 or visit **www.safenest.org/coach**.

Established in 1977, Safe Nest is Clark County's largest and most comprehensive agency devoted solely to domestic violence issues. Services include shelters in confidential locations, a 24-hour crisis hotline, counseling, victim advocacy, prevention and community education. For help and information, call the crisis hotline at 646-4981.

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