

FOR IMMEDIATE RELEASE:

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**Center for Victims Recognizes Local Men Committed to
Ending Violence in Pittsburgh Communities through the MEN Challenge**
“Men Ending Violence” Campaign Celebrates One-Year Anniversary with March 6 Event

PITTSBURGH – Hundreds of local men will be recognized on March 6 for the commitment they made last year to ending violence towards women and girls. A reception at the Drum Bar at Rivers Casino celebrates the one-year anniversary of the **Men Ending violeNce (MEN)** Challenge and highlights the impact these men have made by joining the MEN Challenge and signing The Pledge. The program, created by Center for Victims, encourages men to commit to learn more about how to be proactive bystanders and speak out about violence against women and girls.

Laurie MacDonald, chief executive officer, Center for Victims, said domestic violence, rape and sexual assault are often seen as “Women’s Issues,” but Center for Victims believes men need to be part of the solution.

“We know men want to be actively involved in violence prevention, but most just don’t know where to start or what to do,” MacDonald explained. “That’s where the MEN Challenge comes in. Our goal is to educate men and give them the tools and resources necessary to use their voices and their actions to be social change agents.”

The MEN Challenge encourages “action” to prevent violence rather than “reaction” to violence. The March 6 event recognizes that men have an important role and starts the conversation that can end violence.

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“This is an opportunity to celebrate actually doing something to prevent violence, and these men have shown what an impact they can have,” MacDonald continued. “We’ve seen a domino effect as these initial MEN Challenge members spread the message and the actions throughout our community. As more men join the program, we know the changes will be significant.”

Center for Victims will host the MEN Challenge Celebration on Friday, March 6, from 5 p.m. to 7 p.m. at the Drum Bar at Rivers Casino. The evening includes hors d’oeuvres, happy hour drink specials and giveaways including items from Nemaquin, The Donnybrook: Ambassador’s Cup, and the Pittsburgh Pirates.

Men and women are invited to join the celebration and can register or get more information by visiting www.centerforvictims.org or by calling 412.482.3240 x224

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Center for Victims is the most comprehensive and inclusive provider of services, advocacy, and education for victims of crime and their families in Allegheny County and in Pennsylvania. www.centerforvictims.org

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