

FOR IMMEDIATE RELEASE:
August 28, 2014



Contact: Laurie MacDonald, President & CEO Center for Victims
(412) 600-8674
Email: Imacdonald@centerforvictims.org

Male Students Invent Nail Polish That Will Reduce Drug-Assisted Rape and Sexual Assault

PITTSBURGH - Center for Victims (CV) is available to participate in interviews regarding the use of a new nail polish that is designed to detect “date rape drugs” in drinks. The four male students who invented the nail polish took part in North Carolina’s State’s Entrepreneurship Initiative’s contest which encourages students to design working solutions to “real-world problems”. They created a nail polish that changes color when it comes into contact with drugs that are known to be used by perpetrators of sexual assault, and they won first place.

Sexual assault is a very serious and endemic problem in our society. Our parents and grandparents used the term ‘slipped her a mickie’-- It’s been an issue for decades. The fact that these young *men* recognize that “date rape” drugs are ‘a real world problem’ and are doing something about it represents an amazing cultural shift. Their invention is shining a light on the problem of drug facilitated sexual assault and raising awareness of sexual assault, in general. It represents a cultural change wherein sexual assault is recognized for the heinous crime that it is and no longer excused away as a *women’s* problem.

There is not one solution to the prevention of sexual assault on campus or anywhere. A multi-faceted approach is needed including education, public awareness and ‘upstander’ intervention. Because we recognize that sexual assault is everyone’s problem, CV has embarked on a **M**en **E**nding viole**N**ce Challenge this year wherein we are recruiting men in Pittsburgh to sign our MEN pledge and make a commitment to learn more about how to be a proactive bystander and speak out about violence against women and girls.

-More -

Center for Victims is the most comprehensive, inclusive provider of services, advocacy and education for victims of all crimes.

Pittsburgh Office
5916 Penn Avenue
Pittsburgh, PA 15206
Phone: (412) 482-3240

24 Hour Hotline: 1-866-664-2882

centerforvictims.org

McKeesport Office
410 Ninth Avenue
McKeesport, PA 15132
Phone: (412) 664-7146



Each month, men who have signed on receive a tool kit that will give them themed monthly activities educational tips, and action steps that they can use to begin effecting change in their homes, workplaces, social networks and communities. Center for Victims' 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. These students from North Carolina are evidence of what we at CV know; men DO want to be actively involved in violence prevention, but most don't know where to start or what to do.

Center for Victims is the most comprehensive, inclusive provider of services, advocacy and education for victims of all crimes. Since 1976, CV has been the leading agency in providing services to victims of rape, sexual assault, domestic violence and all crimes in Allegheny County.

Website: www.centerforvictims.org
Twitter: @center4victims
Facebook: www.facebook.com/centerforvictims

#

Center for Victims is the most comprehensive, inclusive provider of services, advocacy and education for victims of all crimes.

Pittsburgh Office
5916 Penn Avenue
Pittsburgh, PA 15206
Phone: (412) 482-3240

24 Hour Hotline: 1-866-664-2882

centerforvictims.org

McKeesport Office
410 Ninth Avenue
McKeesport, PA 15132
Phone: (412) 664-7146