

Contact: Fran Trimpey, Development Director
Office: 412.482.3240 x104
E-mail: frimpey@centerforvictims.org
Website: www.centerforvictims.org
Twitter: @center4victims
Facebook: www.facebook.com/center4victims



**Center for
Victims**
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Media Advisory

Pittsburgh's Iota Phi Chapter of Omega Psi Phi Fraternity, Inc. collaborates on a major campaign with Center for Victims' MEN Challenge Initiative in support of April's Sexual Assault Awareness Month and Victims' Rights Week

- SPEAKERS:** District Attorney Stephen Zappala, U.S. Attorney Scott W. Brady, Laurie MacDonald, President and CEO at Center for Victims, Devin Patterson of Pittsburgh's Iota Phi Chapter, and David Atkins, Center for Victims Board Chair.
- WHEN:** Tuesday, April 10 at 10:00 AM EST, Center for Victims' Board Room
- WHERE:** Center for Victims: 3433 East Carson Street, Pittsburgh, PA 15203 3rd Floor
- WHAT:** **Iota Phi Chapter and Center for Victims challenge men to step up in a new way in the fight against sexual violence and through a TV campaign in recognition of April's Sexual Assault Awareness Month and Victims' Rights Week.**

The MEN Challenge was formed and launched in March of 2014 with a public signing ceremony with Jackson Katz, internationally renowned for his work to promote gender equality and prevent gender violence, and was followed by the production of the MC's first PSA, which included high profile figures such as Art Rooney II and Roberto Clemente, Jr., The initiative has taken off since then, growing to include over 300 men who have committed to being an active part in ending violence against women and girls. Followed by the first PSA was a PSA in 2015 with actor and activist Victor Rivers, who shared his personal story with abuse.

The ongoing evolution of the conversations that have resulted from the #MeToo movement has provided the MEN Challenge with a unique opportunity to push the envelope, and that's really what separates this campaign from ones we've run in the past. We've begun to reach out, partnering with community organizations, fraternities, universities, and student groups to engage a diverse and passionate group that can carry the torch past mere awareness to meaningful action. Knowing what you should do is one thing: doing it is another. #MeToo has a goal in mind, and our collective patience is running out. As far as that goal goes, the MEN Challenge will do our part to bringing it to fruition.

Now our focus has turned to a local fraternity, The Brothers of Iota Phi, who are a talented group of men (doctors, lawyers, clergymen, corporate executives, college professors, teachers, administrators, public officials, entrepreneurs, community leaders, service workers, etc.), who are committed to making a difference within the Greater Pittsburgh Area.

Center for Victims is the most comprehensive and inclusive provider of services, advocacy and education for all victims of crime in Allegheny County and in Pennsylvania. More information is available at www.centerforvictims.org/MEN