



Contact: McKenna Gilbert
Community Engagement Associate
Phone: 412-482-3240x116
Email: mgilbert@centerforvictims.org
Website: www.centerforvictims.org

FOR IMMEDIATE RELEASE

Full Circle App to launch at Center for Victims' Technology Showcase

Center for Victims is looking to make a grand entrance into Pittsburgh's booming tech industry. Several years ago, Center for Victims developed a radical vision to bring innovative technology to human services. With help from an anonymous donor and technology expertise from Darin Grove and staff at Truefit, a Pittsburgh company that helps clients create new software products for people like us who have an idea, their vision to become a reality.

Center for Victims has been providing services to crime victims for 42 years and since 1984, they have worked in partnership with Allegheny County Jail to provide Jail Release Notification via telephone to victims of domestic violence and sexual assault and other whose lives may be threatened upon their perpetrators release from jail. "What we do know is, our services are vital and people's lives depend on us," said Center for Victims' President and CEO, Laurie MacDonald.

Center for Victims made a commitment to designing a better, less staff intensive, more accurate way to provide Jail Release Notification. **"We recognize that the bulk of our client base are people between the ages of 18 and 44. They are tech savvy and expect quick responses to their needs. Enter, Center for Victims' Full Circle app."** The app sends push notifications to the victims every 2 hours after their perpetrator has been arrested, letting them know where they are in the process. The app provides safety planning, a glossary of terms such as, "arrangement" and "holding." FAQs are always available on the app by pushing the "i" button or another button to reach Center for Victims' 24-Hour Crisis Hotline immediately. Most importantly, the Full Circle app provides peace of mind and an immediate warning when the perpetrator is released from jail.

A Carnegie Mellon graduate, Laurie MacDonald has seen how her alma mater is changing the world through technology. **"I think it is time to change the paradigm. Technology is virtually non-existent in the human service sector. It's economical, easy to use and most of all, it saves live."**

WHERE: Center for Victims
3433 East Carson Street
Pittsburgh, PA 15203

When: Thursday, April 11th
4-8 p.m.

###