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FOR IMMEDIATE RELEASE

PSA on sexual abuse prevention to debut at NASCAR race

MIAMI – Race fans at the Homestead-Miami Speedway for the 2012 Ford EcoBoost 400 NASCAR Championship on Nov. 16-18, 2012, will be the first national audience for a new public service announcement addressing rape and sexual abuse. The 60-second PSA, created by the National Sexual Violence Resource Center (NSVRC) in conjunction with Postage, Inc., and Dantine Design Communications, is being broadcast throughout the event.

Research shows that one in four girls and one in six boys are sexually abused before they reach the age of 18.¹ The PSA supports the campaign, *Let's TALK about It*, and encourages everyone to use their voices to end sexual violence. "Each person can make a difference. We need to use the power of our own voices to end these crimes and strengthen our communities. This campaign highlights where we can start those conversations," says NSVRC Director Karen Baker.

Let's TALK about It highlights the fact that everyone can take an active part in ending sexual violence and aims to create environments where people are safe and respected in their relationships, neighborhoods, schools and workplaces. To view the PSA, visit www.youtube.com/user/NSVRC. This opportunity was made possible by an in-kind donation by Grazie Media.

The NSVRC works with recipients of the Office on Violence Against Women's Rural Program Grant to develop and distribute the campaign around the country. In addition, NSVRC identifies, develops and disseminates resources regarding all aspects of sexual violence prevention and intervention. Founded by the Pennsylvania Coalition Against Rape in 2000, the NSVRC focuses on "Collaboration – Prevention – Resources." For more, visit www.nsvrc.org, www.facebook.com/nsvrc and www.twitter.com/nsvrc.

¹Tjaden, P. and Thoennes, N. (2000). *Full Report of the Prevalence, Incidence, and Consequences of Violence Against Women*. Washington, DC: National Institute of Justice, U.S. Department of Justice. www.ncjrs.gov/pdffiles1/nij/183781.pdf

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