

BUILDING A NATIONAL MOVEMENT

Everyone's talking about **MADE** including *Oprah, Good Morning America, The Today Show, The CBS Early Show and The New York Times.*

"We're incredibly proud of [MADE's] amazing accomplishments. Still, there are more battles to fight to protect our teens from abuse."

-Redbook, September 2009 issue

"States need to open their doors to the truth about teen dating violence, so it can be taught in every middle school and high school in the country. The curriculum already exists and is ready to be distributed."

Why are we waiting?"

Bill Mitchell

Maryland **MADE** State Action Leader and father of Kristin Mitchell who was murdered by her boyfriend in 2005.

"This national coalition reinforces the need for mandated teen dating violence curricula nationwide that can, ultimately, save lives.."

Chris and Ann Burke

Founding Members, **MADE**

"Our mission is to ensure that every teenager in this country, as well as their parents, receive life saving information on what it means to be in a healthy relationship and how to safely end abusive relationships. To ensure this happens, corporations, government, and non-profit organizations and the public-at-large need to unite to transform communities and end the violence."

Jane Randel

VP Corporate Communications

Liz Claiborne Inc.

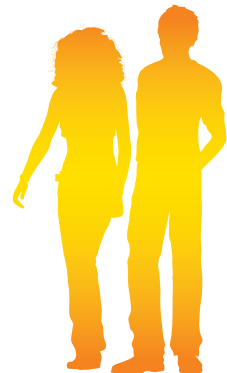
*"We are proud to be a part of **MADE** and to lend our voices to this critical national movement to educate our youth about teen dating abuse. Through our healing work with survivors at the Joyful Heart Foundation, we see firsthand the effect that education can have in empowering individuals. By educating our teens about abusive relationships, we can provide them the insight and guidance early on to ensure that they never become victims."*

Mariska Hargitay

Actor and President & Founder of the Joyful Heart Foundation

Peter Hermann

Actor and Joyful Heart Foundation Board Member



Moms and Dads for Education to Stop Teen Dating Abuse



NOW, IT'S YOUR TURN!

MADE has come a long way, but there's more to be done. Join TODAY.

For more information contact: made@liz.com Or visit: www.loveisnotabuse.com/made

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MADE (MOMS AND DADS FOR EDUCATION) TO STOP TEEN DATING ABUSE

is national coalition of parents, teachers, teens and concerned citizens devoted to ending teen dating violence and abuse through education. ANYONE can join MADE and EVERYONE can make a difference. MADE's goal is to ensure that every middle and high school in the country is teaching a curriculum on teen dating violence and abuse.

Inspired by the courageous and dedicated parents whose children have been victims of relationship violence, Liz Claiborne Inc. launched MADE in December, 2008. Ann and Chris Burke, parents and educators from Providence, RI, who lost their own daughter Lindsay Ann to dating violence in 2005, serve as MADE's co-directors.

Today MADE has thousands of members working to ensure that all teens are educated about dating violence and abuse. MADE is working with the National Founda-

tion for Women Legislators (NFWL) to introduce and pass legislation on teen dating violence and abuse in every state. This past year legislation on teen dating violence education was passed in New Mexico, Maryland, Oklahoma, Hawaii and Georgia, and legislation is pending in Connecticut, Ohio, New York, Michigan and South Carolina. However, even where legislation was passed on this issue, very few states actually mandate schools to teach all students about relationship violence. There is more we need to do in EVERY state to ensure all teens' safety.

MADE's national partners include the Joyful Heart Foundation, The National Foundation for Women Legislators (NFWL), Redbook magazine, Seventeen magazine, The National Association of Attorneys General (NAAG), Do Something, and Loveisrespect, the National Teen Dating Abuse Helpline.

Teen dating violence and abuse is an epidemic impacting **1 in 3** teens.*

67% of parents aren't aware when their teens experience controlling behavior from a girlfriend or boyfriend.*

80% of parents aren't aware when their teens suffer verbal abuse.*

90% of parents aren't aware when their teens experience physical or sexual abuse.*

*Liz Claiborne Inc. Survey, 2009: Impact of the Economy and Parent/Teen Dialogue on Dating Relationships and Abuse

WHAT YOU CAN DO TO END TEEN DATING VIOLENCE AND ABUSE

- Join MADE by visiting www.loveisnotabuse.com/made/petition.html.
- Enlist your friends, colleagues and neighbors to join MADE.
- Get involved with your state MADE chapter and support legislative efforts that call on middle schools and high schools to teach teen dating violence curricula.
- Contact schools where you live and ask them to teach a curriculum on teen dating violence. The Love Is Not Abuse curriculum is free of charge and can be obtained by visiting www.loveisnotabuse.com. It is typically taught by health or English language arts teachers and is easily incorporated into any course.
- Utilize the MADE online toolkit (www.loveisnotabuse.com/made/takeaction.html) for sample letters, useful statistics and additional information that make spreading the word about teen dating violence and abuse and MADE as easy as possible.

