

## RESPECT! CAMPAIGN FACT SHEET

### ABOUT RESPECT!

The RESPECT! Campaign<sup>SM</sup> is the Family Violence Prevention Fund's (FVPF) social action campaign to end violence against women, children, and families by starting with something that everyone can do: Give Respect to others.

Unlike many other problems in society, it is the belief of the campaign that there are concrete solutions to preventing dating abuse, domestic and sexual violence, and child abuse. Violence and abuse cause physical harm, emotional trauma, and long-term negative health consequences among women; violence witnessed/experienced by children severely impedes learning, social-skill development, and physical health – conditions that can last a lifetime if not prevented. The RESPECT! Campaign holds the potential to prevent and end relationship violence by arming parents, teachers, coaches, and other role models with the tools and information they need to help their children build and grow healthy, mutually respectful relationships throughout their lives.

The RESPECT! Campaign is a multi-year initiative in conjunction with Macy's, the national founding partner, and intends to raise awareness of domestic and dating violence, as well as encourage positive discourse about prevention by teaching respect. Macy's is also the exclusive retailer of the official RESPECT! bracelet.

### WEAR RESPECT!

The RESPECT! Bracelet is a small but meaningful way to show that you care about the cause. The faux leather bracelet is available in all Macy's stores across the country, and on macys.com, for \$5, with half of the proceeds from each sale benefiting the Family Violence Prevention Fund. As a Mother's or Father's Day gift, it also speaks volumes in one word – it honors moms and dads for all the ways they helped shape their children – whether it was teaching them how to demonstrate kindness or how to take a stand or simply how to model loving relationships.

### PASS ON RESPECT!

For this Mother's and Father's Day the RESPECT! Campaign will also be offering Americans the chance to send a meaningful e-card to mom/dad thanking them for the ways they have taught respect in their family. Respect starts at home and we know moms and dads are at the heart of the matter. Every card sent will also help raise money for the cause.

### VISIT RESPECT!

To learn more about ways you can get involved, including purchasing a RESPECT! bracelet, making a donation, or sending an e-card for RESPECT!, visit [www.GiveRespect.org](http://www.GiveRespect.org).