



NEWS RELEASE
June 18, 2020

Contact: Tina Richardson, 412-980-4203
tina.richardson@elias-savion.com

Southwest PA Says No More Pittsburgh teams up with the Steelers for 6th Annual Father's Day Pledge to End Domestic and Sexual Violence

GM & players recite the pledge and say "No More" in Zoom-style video

PITTSBURGH – The Pittsburgh Steelers are taking a stand to end violence against women in a new campaign for the 6th annual Father's Day Pledge. Each year, prominent community members lend their voices to the prevention of domestic and sexual assault in our region. Thanks to a grant awarded by the NFL Foundation, the 2020 Father's Day Pledge campaign will be observed (*virtually*) with help from the Steelers.

The new video opens with a startling statistic: "Steeler Nation is not just about geography. It's about values: loyalty, perseverance, doing what is right even when it is hard. One in three young people experiences some form of abuse... That's too many." General Manager Kevin Colbert, current Steelers Jordan Dangerfield and Cam Heyward, as well as former Steeler William Gay, recite the Pledge in the hand-off style popularized on video calls and encourage others to do their part. The prevention message comes at a critical time as domestic violence incidences continue to climb amid the pandemic and the economic downfall.

The video debuts this Father's Day, Sunday, June 21, 2020, on the Steelers social media channels, and on Southwest PA Says No More.

"We are incredibly grateful to the Steelers organization, Mr. Colbert and the players for their tremendous support of the Father's Day Pledge to End Gender Violence," says Bobbi Watt Geer, CEO of United Way of Southwestern Pennsylvania. "Because of their involvement, even amid this pandemic and the enormous challenges it presents, we can get a vital, life-saving message out into the community and further our efforts in southwestern Pennsylvania and across Steeler Nation. We couldn't be more thankful."

The NFL embraces its role in addressing social issues and serving as a force for positive change. It has long supported national and local organizations committed to addressing and preventing relationship violence.

“The power of the Father’s Day Pledge is in hearing men speak out against domestic violence and send a message that these behaviors won’t be tolerated,” adds Kristy Trautmann, executive director of the FISA Foundation. “The Steelers’ video invites others to challenge abusive behaviors. It also communicates hope to anyone experiencing violence. There are free, confidential services available in our community for anyone needs help; you don’t have to be alone.”

In 2019, Southwest PA Says No More hosted its largest public gathering to date with more than 400 attendees at the [Father’s Day Pledge ceremony](#) at U.S. Steel Tower in downtown Pittsburgh. More than 3,500 southwestern Pennsylvanians have signed the Pledge online.

Southwest PA Says No More is an initiative supported by FISA Foundation, The Heinz Endowments, and United Way of Southwestern Pennsylvania.

About Southwest PA Says No More

Southwest PA Says No More is a growing community of organizations and individuals who are working to end domestic and sexual violence. FISA Foundation, in partnership with The Heinz Endowments and United Way of Southwestern Pennsylvania, developed Southwest PA Says No More to showcase the important prevention-focused work happening in this region and make it easier for individuals and organizations to take action to stop gender-based violence. More than 25 organizations across the region have partnered with Southwest PA Says No More, including the Women’s Center & Shelter, Domestic Violence Services of Southwestern PA, Jewish Community Center of Greater Pittsburgh, and UPMC Children’s Hospital of Pittsburgh.

#