



**MEDIA ADVISORY**  
June 8, 2021

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## **Pittsburgh Says “NO MORE” to Domestic Violence & Sexual Assault**

*8th annual Father’s Day Pledge returns on June 15 with debut of “Dear Men”*

**WHAT:** Every June, Southwest PA Says No More invites local leaders to speak out against gender violence, support survivors, and help young people learn about healthy relationships. Nearly 500 business and community members gathered at the last public ceremony in downtown Pittsburgh in 2019.

For its first virtual Father's Day Pledge observance on June 15, Southwest Pa Says No More will debut "Dear Men," a powerful series of videos to shed light on the importance of men taking action to address a serious issue affecting as many as **one in three** women.

In the series – one six-minute and four two-minute videos - eleven local men read letters from survivors, recounting abuse they experienced and an action a man took that made a difference to her at the time, whether he knew it or not. The men are visibly moved by the letters, based on actual stories.

Father's Day Pledge 2021 will include brief remarks and the recitation of the Pledge with local leaders. The public is invited to join on Zoom at noon, June 15. Register at:

[https://us02web.zoom.us/webinar/register/WN\\_NgHhIkABQeWbx9UbzSA\\_WA](https://us02web.zoom.us/webinar/register/WN_NgHhIkABQeWbx9UbzSA_WA)

**WHEN:** Tuesday, June 15, 2021, Noon

**WHERE:** via Zoom or watch live stream on social media

**PROGRAM:** Father’s Day Pledge 2021 + debut of “Dear Men”

Noon Welcome by emcee José Garth, Gwen’s Girls

12:02 p.m. Opening by Kristy Trautmann, founder, SWPA Says No More

12:05 p.m. Remarks by:

Bobbi Watt Geer, president & CEO, United Way of Southwestern Pennsylvania

Rich Fitzgerald, County Executive

Lisa J. Perry, MPM, executive director, Pittsburgh Action Against Rape (PAAR)

- 12:12 Premiere of “Dear Men”
- 12:25 Recitation of The Pledge with corporate leaders
- 12:30 Closing: Father’s Day Pledge 2019 Recap video

### **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 violence and sexual assault and harassment. FISA Foundation in partnership with United Way of Southwestern Pennsylvania and The Heinz Endowments 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 Women’s Center & Shelter of Greater Pittsburgh, Domestic Violence Services of Southwestern Pa, Jewish Community Center of Greater Pittsburgh, and UPMC Children’s Hospital of Pittsburgh.

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June 2019, Southwest Pa Says No More held its largest public gathering for the Father’s Day Pledge ceremony in downtown Pittsburgh. Nearly 500 business, civic and community members said “no more” and signed the pledge to end domestic violence and sexual assault.



The 8th annual observance of the Father's Day Pledge will be held virtually for the first time. The 2021 program will include the premiere of "Dear Men," a new video series that addresses how deeply most men feel about this issue and how they can be involved to make a difference.