

ALLSTATE FOUNDATION AND OSCAR-WINNING ACTRESS MIRA SORVINO ASK AMERICANS TO HELP END DOMESTIC VIOLENCE

Women's Business Suit Drive at Allstate Agencies to Benefit Domestic Violence Victims

Northbrook, Ill. (September 28, 2009) — Today, more than 70 percent of Americans know someone who has experienced domestic violence and yet few feel comfortable talking about it. In an effort to break the silence, Academy Award-winning actress Mira Sorvino is joining forces with The Allstate Foundation to urge Americans to talk for a change and “**Tell a Gal P.A.L.**” to help end their domestic violence.

“From my volunteer work helping women who have been victimized to my selection of movie roles, I’m committed to raising awareness about this issue,” said Ms. Sorvino, who portrays a battered woman in an upcoming movie drama scheduled for release in 2010. “I joined The Allstate Foundation’s **Tell a Gal P.A.L.** campaign because I believe it’s imperative that we work together to empower women to speak up and find the help they need to free themselves from abuse.”

As part of the **Tell a Gal P.A.L.** campaign, The Allstate Foundation will also continue its efforts against a lesser known element of domestic violence -- economics abuse, which is when abusers control victims’ finances in an effort to prevent them from leaving.

“We are helping survivors who often find themselves with limited means for daily survival, let alone the means to get back into the workforce and attain financial security,” said Jennifer Kuhn, *Economics Against Abuse* Program Manager, The Allstate Foundation. “As a Fortune 100 company, Allstate sees an opportunity to leverage its financial services expertise to impact survivors of economic abuse.”

In addition, the Foundation today encouraged Americans to donate, at select Allstate agencies across the country from September 28th until October 9th, nearly new women’s business suits and professional attire to benefit victims. The donated clothes will be given to local domestic violence programs and Dress for Success affiliates to outfit survivors with confidence as they interview for jobs on their way to economic stability.

The official list of suit donation locations is available at ClickToEmpower.org where Americans can also get more information about how to help domestic violence survivors overcome economic challenges, lead financially independent lives, and become free from abuse. And as part of October’s National Domestic Violence Awareness Month, people may also click on youtube.com/allstate to watch special video messages about domestic violence and economic empowerment from Ms. Sorvino and The Allstate Foundation. Domestic violence victims in need of immediate assistance are encouraged to visit The National Domestic Violence Hotline (<http://www.ndvh.org/>) or call 1-800-799-SAFE.

The Foundation's **Tell a Gal P.A.L.** campaign was designed to help Americans **Pass it On, Act and Learn (P.A.L.)** to start the conversation:

- **Pass It On**—Talk freely about domestic violence to break the taboo. Tell others that economic abuse is a part of domestic violence.
- **Act**—Never underestimate how small acts, like listening, can make a big difference.
- **Learn**— Empower yourself with knowledge and resources available to help yourself, or someone you know, out of an abusive relationship.

The **Tell a Gal P.A.L.** campaign also encourages people to “*Talk for a Change*” about Domestic Violence. Personal stories of how a survivor overcame abuse, or stories of people serving as a “Gal Pal” to a friend in need will serve as inspiration for others to either learn about domestic violence, share information on how to start the conversation or provide encouragement to take the first step out the door. The first 100 people who share their story at ClickToEmpower.org will receive a limited edition **Tell a Gal P.A.L.** T-shirt.

About The Allstate Foundation

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Allstate and The Allstate Foundation sponsor community initiatives to promote “safe and vital communities;” “tolerance, inclusion, and diversity;” and “economic empowerment.” The Allstate Foundation believes in the financial potential of every individual and in helping America's families achieve their American dream. For additional information, visit www.ClickToEmpower.org.

About the *Economics Against Abuse* Program

The Allstate Foundation created the *Economics Against Abuse* Program to help domestic violence survivors overcome economic challenges and lead financially independent lives, free from abuse. Through a partnership with the National Network to End Domestic Violence, the program provides a network of financial resources, including a comprehensive financial empowerment curriculum; funds direct services, including education and job training assistance; and spreads the word on how to empower those touched by domestic and economic abuse. For more information and to find out how to help, visit www.ClickToEmpower.org.

About Mira Sorvino

Mira Sorvino won an Academy Award and Golden Globe Award for her role in “Mighty Aphrodite,” as well as a Golden Globe Award nomination for her performance in Christian Duguay’s miniseries “Human Trafficking.” She will next be seen in Jon Gunn’s upcoming drama, “Like Dandelion Dust,” where she portrays a battered woman. In addition to her acting work, Mira is the United Nations Goodwill Ambassador to

Combat Human Trafficking for the Office on Drugs and Crime and is the official ambassador for Amnesty International's "Stop Violence Against Women" program. She has lobbied Congress on human trafficking as well as the atrocities in Darfur, Sudan.

About Dress for Success

Dress for Success is an international not-for-profit organization with the mission to promote the economic independence of disadvantaged women by providing professional attire, a network of support, and a network of support to help them thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 90 locations in the U.S., Canada, Mexico, New Zealand, the Netherlands, Poland and the U.K. To date, Dress for Success has helped more than 500,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

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