

## **Liz Claiborne & Marie Claire: “It’s Time to Talk” Day October 14, 2004**

**October 14** – *Marie Claire* and Liz Claiborne Inc. have declared October 14<sup>th</sup> the first ever “**It’s Time to Talk Day**” – a day on which Americans nationwide will be urged to talk in classrooms, offices, homes, and coffeehouses, about the fact that **one in three women will be abused in her lifetime**.

How can we hope to accomplish such a lofty goal? By encouraging the media – electronic and print – to talk about this issue as they rarely do: in terms of prevention. With influential media outlets on our side, we hope to create an environment in which people of all walks of life start to feel safe discussing violence against women.

Please join us in this effort by spreading the word within your realm of influence that on October 14<sup>th</sup> “**It’s Time to Talk**” as a society about domestic violence. Some suggestions for bringing the message to your supporters and local markets include:

- Distributing educational materials in offices, on the street, in schools, etc.;
- Encouraging people to discuss the issue by adding language about it and “It’s Time to Talk Day” into any speeches that you are giving in the weeks leading up to and on October 14<sup>th</sup>;
- Suggesting your constituents declare a “Moment of Talk” on October 14<sup>th</sup> during which people around town take a moment to discuss the issue with someone near them; or
- Working with your local government to hold a Town Hall meeting for members of the community to get together and determine ways to address the issue as a group.

In our pitching of local and national media across the country, we may be looking for expert spokespeople. If your organization is interested in being part of these interviews, please let us know who we should contact if an opportunity arises.

Let’s get the whole country talking-at last. Join us in our October 14<sup>th</sup> “It’s Time to Talk” campaign and help us make our dream of a day when we won’t need to talk about domestic violence ever again a reality.

Please contact Jane Randel, Vice President of Corporate Communications at Liz Claiborne at 212-626-3408 if you have any questions.