



For immediate release

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Texas-based loveisrespect.org receives international MarCom Gold Award

Austin, Texas—November 5, 2009—Texas-based loveisrespect, National Teen Dating Abuse Helpline is the recipient of a MarCom Gold Award from the Association of Marketing and Communications Professionals in the Web Multi-Media Games, Contests, Presentations category for its LOVE Mashup .

The LOVE Mashup is an online application geared toward spreading healthy relationship messages. Visitors to loveisrespect.org may make short movies from five to 30 seconds by dragging and dropping sound and art clips that maybe be e-mailed and can be linked to Facebook or MySpace pages. The LOVE Mashup was funded by the Avon Foundation for Women through m.powerment by mark, a campaign dedicated to empowering young women.

“We are thrilled about this award, and by the collaboration between the Avon Foundation and loveisrespect. Dating abuse occurs too frequently, and the Mashup is a fun way to share serious messaging about healthy relationships that young people need to hear,” said Sheryl Cates, CEO of the National Domestic Violence Hotline and loveisrespect. “I am so excited to hear that loveisrespect, National Teen Dating Abuse Helpline's LOVE Mashup, funded by m.powerment by mark, is a Gold winner in the MarCom Awards. It is so important for young women to talk to one another about dating abuse and partner violence and this is a great tool to open this dialogue with one another,” said Lauren Conrad, Honorary Co-Chair of m.powerment by mark.

loveisrespect was launched in February 2007 by the National Domestic Violence Hotline. It is a 24-hour national online and telephone helpline created to support teens experiencing dating abuse and offer safety assistance. The helpline is available toll free at 866-331-9474 or TTY 866-331-8453. Teens may also log on to loveisrespect.org and receive immediate, confidential, one-on-one assistance from trained peer advocates through an (IM-style) chat function.

The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communications professionals. MarCom entries come from corporate marketing and communications departments, advertising agencies, PR firms, design shops, production companies and freelancers. The Gold Award is presented to those entries judged to exceed the high standards of the industry norm.

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loveisrespect is a safe, anonymous resource for teens who seek information about healthy dating relationships. Teens may connect via phone or chat with peer advocates who are trained to respond to their concerns and guide them to information about the dynamics of relationships in a complicated digital world. The Helpline is a place for teens to go to check out their feelings and to learn the red flags of an unhealthy relationship. Available 24/7, the Helpline also provides resources to parents, teachers and friends of teens. The Helpline is based in Austin, Texas.