



National Network to End Domestic Violence Fund Introduces New Tool to Outsmart Abusers and Stalkers in Today's High-Tech World

WASHINGTON, November 13, 2007 /PRNewswire/ – The National Network to End Domestic Violence (NNEDV) Fund announced today it is introducing an innovative, interactive CD designed to help victims of domestic violence protect themselves and their children from their abusers. More than 10,000 copies of this first-of-its kind tool, developed by the NNEDV Fund and underwritten by the Mary Kay Ash Charitable Foundation, will be available at all family violence shelters across the United States. In addition, several thousand are being distributed to prosecutors, law enforcement professionals and social service agencies serving domestic violence victims.

“The Survivors & Technology CD addresses a growing problem intensified by the misuse of the internet, wireless telephones and other high-tech equipment,” said Sue Else, president of the NNEDV Fund. “More and more, abusers are misusing technology to stalk the victims they call loved-ones. Victims of abuse often use computers and wireless telephones to try to find help, unknowingly leaving electronic footprints for their abusers to follow. This CD will help us reach more people with what we know to be life-saving information. We are fortunate to have the support of the Mary Kay Ash Charitable Foundation to help us in this important work.”

The brainchild of Karen Rogers, granddaughter of Mary Kay Ash and board member of the Mary Kay Ash Charitable Foundation, the CD teaches victims how their abusers may be employing technology to trace their every move, and show them how to more safely use that technology to their advantage. In addition to receiving the CD, domestic violence shelters will also receive a guide to its use.

“The CD is an excellent tool to educate victims, survivors and advocates about the ingenious ways abusers can misuse technology to further exert power and control,” said Jodi Finkelstein, executive director of the Domestic Violence Center of Howard County in Columbia, MD. “It’s easy to follow and understand, letting women quickly zero-in on their immediate needs.”

The idea to create Survivors and Technology came to Rogers after attending an NNEDV Fund Safety Net training session, to prepare social service agencies, advocates, law enforcement and others to help victims of abuse learn to use technology safely. She realized the information was so important it needed to be more widely distributed.

“This CD is a great way to accomplish that,” Rogers explained. “It’s absolutely critical that this important information is made available to those courageous women who are attempting to flee violent situations.”