



FOR IMMEDIATE RELEASE

Rape Crisis Center Announces Holiday Prevention Campaign “Party Smart”

Las Vegas – Between the eggnog and the mistletoe, it’s easy to get swept away by the celebrations of the holiday season. But it’s important to remember that this is the time of year that organizations such as the Rape Crisis Center see the highest incidences of rape and sexual assault. There are steps you can take to help prevent this from happening to you.

The Rape Crisis Center has put together an awareness campaign to provide safety tips and resources to the Southern Nevada community. The campaign is called Party Smart and it provides prevention advice that covers topics ranging from personal safety and empowerment to date rape drugs and alcohol awareness. “Come together, leave together,” one of the Party Smart tips, was created to encourage a buddy system when attending parties or social activities.

The tips will be distributed on T-shirts and post cards and will be delivered to local colleges, community events, night clubs and New Year’s Eve party venues. Tips will also be available online at www.therapeccrisiscenter.org

“We understand that people want to have a party and have a good time during the holidays” said Louise “Lu” Torres, executive director for The Rape Crisis Center. “We just want to supply them with information on how to party smart.”

The Rape Crisis Center provides crisis intervention, advocacy, support and education to those affected by sexual violence. Advocates are available 24 hours a day, seven days a week to provide support and answer questions. The center also welcomes calls from partners, family members and friends of rape and sexual victims.

For media inquiries and a complete list of Party Smart prevention tips, contact Susan Somers, managing partner, FM marketing LLC, at 702-227-8700 or fmmarketing@cox.net.

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