





Sunday Morning PR

 1530 Brunswick Avenue, Lawrenceville, NJ 08648

 <https://womanspace.org/>

 (609) 394-0136






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Backgrounder

- ❖ Susan Adams is the Volunteer Coordinator at Womanspace, Inc. A valuable member of the Womanspace team, Adams is the face of Womanspace's volunteer efforts in Mercer County, tabling and attending events on behalf of the agency throughout the county.
- ❖ Womanspace is a nonprofit organization that provides services for survivors of domestic and sexual violence in the Mercer County area. It has been helping clients in the county for more than 30 years.
- ❖ The agency receives funding from the State of New Jersey, the County of Mercer, and contributions from individuals, organizations, foundations, and corporations.
- ❖ Womanspace is a member of the New Jersey Coalition for Battered Women, the New Jersey Coalition Against Sexual Assault, and the National Coalition to End Domestic Violence.
- ❖ In the fall, Womanspace launches one of its biggest fundraising campaigns to honor survivors of domestic violence—Communities of Light. Through luminary kit sales, the agency raises money for and awareness of the problem of domestic abuse, spreading the campaign's message that "peace begins at home."
- ❖ The nonprofit also offers emergency response workshops for community members interested in becoming Womanspace volunteers through its Domestic Violence and Sexual Assault Victim Response Team training courses.



Sunday Morning PR
Contact: Miranda Crowley
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May 6, 2020
For Immediate Release

The College of New Jersey Welcomes Womanspace-AVI Collaboration to Campus

EWING, N.J. – Local nonprofit Womanspace and TCNJ’s Office of Anti-Violence Initiatives have announced their groundbreaking partnership in the fight against domestic and sexual violence at The College of New Jersey.

“Womanspace has done a lot of work with TCNJ over the years, but we felt it was time for the agency to become a more permanent member of the campus community. A collaboration with AVI, our natural on-campus partner, seemed like the perfect fit for Womanspace on TCNJ’s campus,” said Womanspace’s Volunteer Coordinator Susan Adams.

The partnership will help bridge Womanspace and AVI resources on campus, making it easier to reach members of the TCNJ community who need them most. AVI’s Street Team, a group of peer educators responsible for communicating proper prevention behavior to students, will receive professional training from Womanspace clinicians. With the agency’s help,

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Street Team members will be more confident and capable of interacting with the student community.

Womanspace and AVI will also be co-hosting fundraisers throughout the year to raise money for Womanspace, as well as other cause-adjacent organizations. So far, the partners have identified October, Domestic Violence Awareness Month, and April, Sexual Assault Awareness Month, as key fundraising and programming months.

Womanspace, located in Mercer County, New Jersey, is a nonprofit organization dedicated to domestic and sexual violence prevention. The organization offers a variety of resources and counseling services to survivors of power-based personal violence.

To learn more about Womanspace and their collaboration with AVI, contact Susan Adams at saa@womanspace.org or visit www.womanspace.org.

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Sunday Morning PR
Contact: Juliana Padilla
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May 6, 2020
For Immediate Release

AVI Street Team and Womanspace Host a Kickoff Event for Residential Students

EWING, N.J. – Local nonprofit Womanspace has partnered with TCNJ’s Office of Anti-Violence Initiatives’ Street Team to host an exciting kickoff event for residential students at The College of New Jersey.

“I believe that students can play a uniquely effective role in encouraging their peers to consider and talk honestly about the issues of sexual assault, domestic violence, and stalking. We are grateful for the opportunity to help train and work with the exceptional students on AVI’s Street Team,” said Womanspace’s Volunteer Coordinator, Susan Adams.

The kickoff event will be held in front of Eickhoff Hall during Welcome Week in August 2020. The event is geared towards residential students and aims to bring awareness to Womanspace and AVI resources on campus. AVI’s Street Team, a group of peer educators trained to communicate proper prevention

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behavior to students, will be setting up interactive informational tables to teach students about Womanspace's organization.

Womanspace, located in Mercer County, New Jersey, is a nonprofit organization dedicated to domestic and sexual violence prevention. The organization offers a variety of resources and counseling services to survivors of power-based personal violence.

To learn more about Womanspace and their collaboration with AVI's Street Team, visit www.womanspace.org or contact the Office of Anti-Violence Initiatives at (609) 771-2571.

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Sunday Morning PR
Contact: Taylor Griffith
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May 6, 2020

For Immediate Release

**Womanspace and Unified Greek Council Host #PurpleThursday
Fundraiser for National Domestic Violence Awareness Month**

EWING, N.J. – Local nonprofit Womanspace is collaborating with TCNJ’s Unified Greek Council to bring awareness to National Domestic Violence Awareness Month by hosting a fundraiser this upcoming October.

“Womanspace is excited to partner with TCNJ’s Greek life students. October is one of our biggest fundraising and campaign months, so we are grateful for the opportunity to work with as many members of the TCNJ community as possible in the fight to end domestic violence,” said Womanspace’s Volunteer Coordinator, Susan Adams.

Oct. 22, all sororities and fraternities on TCNJ’s campus affiliated with the Unified Greek Council will be participating in the social media challenge, #PurpleThursday, to show that they stand with survivors of domestic violence. Members of the Unified Greek Council will wear purple to show their solidarity with those affected by domestic violence and raise money in their respective

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organizations to donate to Womanspace. When posting photos of their purple attire, students will use the hashtag #DVAM in support of National Domestic Violence Awareness Month.

Womanspace and the Unified Greek Council's fundraiser will also have a famous keynote speaker, Mildred D. Muhammad, a domestic violence survivor, activist, and author. Known for being the ex-wife of the late D.C. sniper, John A. Muhammad, Mildred currently is the international expert speaker for the US Department of State and a certified consultant with the Office on Victims of Crime. The fundraiser will be held in Brower Student Center Oct. 22 at 8 p.m.

Womanspace, located in Mercer County, New Jersey, is a nonprofit organization dedicated to domestic and sexual violence prevention. The organization offers a variety of resources and counseling services to survivors of power-based personal violence.

To learn more about Womanspace or how you can donate to the cause during the National Violence Awareness Month, visit www.womanspace.org.

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Sunday Morning PR
Contact: Radhika Purandare
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May 6, 2020

For Immediate Release

**AVI and Womanspace to Host Greek Organization Penny War for
National Sexual Assault Awareness Month**

EWING, N.J. – This April, local nonprofit Womanspace will partner with The Office of Anti-Violence Initiatives to host a fundraising challenge for TCNJ Greek organizations.

“Greek organizations are a key audience for our organization as we work to reduce domestic and sexual violence. We are excited to partner with them, harness their enthusiasm and creativity, and raise money to support vital counseling and survivor support resources,” said Womanspace’s Volunteer Coordinator, Susan Adams.

The kickoff event will be April 1, and the fundraiser will last through the end of the month. Sororities and fraternities will compete to raise money through social media. Historically, Greek organizations have reported high rates of domestic and sexual violence. Womanspace hopes that this event will raise awareness for personal power-based violence among members

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of sororities, fraternities, and the broader campus community.

Womanspace, located in Mercer County, New Jersey, is a nonprofit organization dedicated to domestic and sexual violence prevention. The organization offers a variety of resources and counseling services to survivors of power-based personal violence.

To learn more about Womanspace and their collaboration with AVI's Street Team, visit www.womanspace.org or contact the Office of Anti-Violence Initiatives at (609) 771-2571.

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Sunday Morning PR
Contact: Mackenzie Malpass
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May 6, 2020

For Immediate Release

**Womanspace and AVI Co-sponsor Brown Bag Lecture Series For
April, Sexual Assault Awareness Month**

EWING, N.J. – Local nonprofit Womanspace and The College of New Jersey's Office of Anti-Violence Initiatives will hold the inaugural Q&A event of their co-sponsored Brown Bag Lecture Series for the spring.

“At Womanspace we are always in search of new ways to reach out to the community about our mission and work. We are thrilled to partner with AVI this April to bring awareness of sexual assault to the TCNJ community,” said Womanspace's Volunteer Coordinator, Susan Adams.

In honor of April being Sexual Assault Awareness Month, leadership from both organizations will collaboratively facilitate a lecture and subsequent Q&A on the nature of reproductive rights advocacy work. The event will be held Thursday, April 1, 2020 from 12 p.m to 1 p.m, in Mayo Concert Hall.

After the lecture, students and faculty are invited to move to the auditorium lobby for refreshments and one-on-one conversation with

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representatives from both Womanspace and AVI. The organizations will answer more personal questions regarding their work and any intervention and trauma resources available to students on campus.

Womanspace, located in Mercer County, New Jersey, is a nonprofit organization dedicated to domestic and sexual violence prevention. The organization offers a variety of resources and counseling services to survivors of power-based personal violence.

To learn more about Womanspace and their collaboration with AVI, contact Susan Adams at saa@womanspace.org or visit www.womanspace.org.

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For Immediate Release

Contact: Susan Adams
609-394-0136

October 1, 2020

NEWS/PHOTO ADVISORY

**Womanspace and AVI Co-sponsor Brown Bag Lecture Series For October,
Domestic Violence Awareness Month**

EVENT: Domestic Violence Advocacy Work Lecture & Q&A with
Womanspace and AVI

DATE: Thursday, October 1, 2020

TIME: 11:00 AM - 12:30 PM

LOCATION: Mayo Concert Hall
2000 Pennington Road
Ewing Township, NJ 08618

DETAILS:

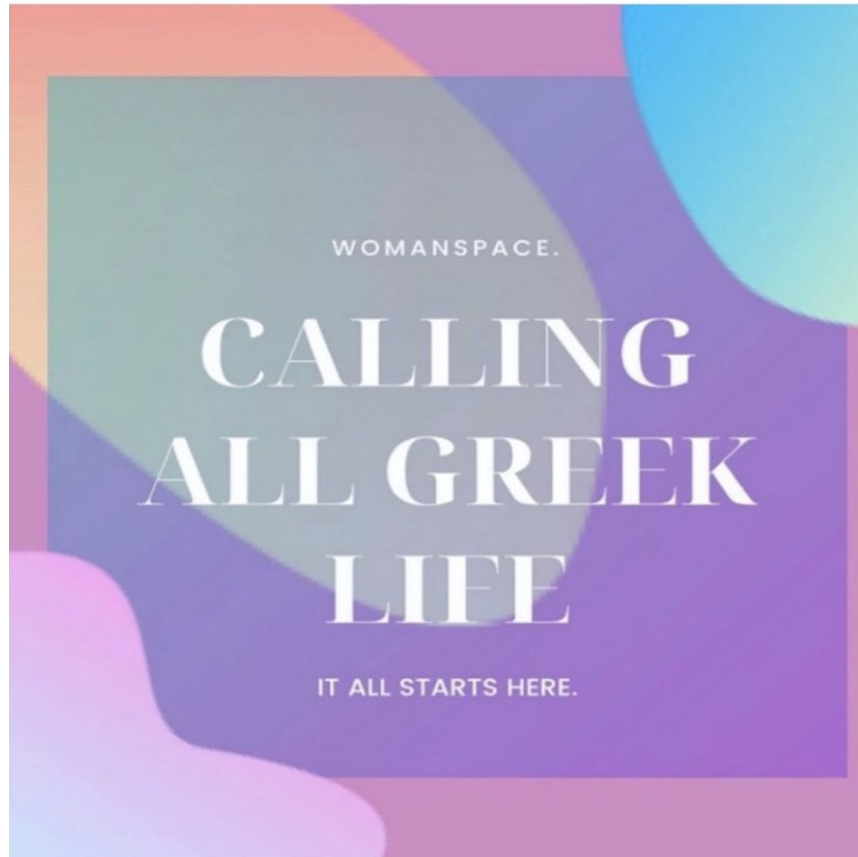
Local nonprofit Womanspace and The College of New Jersey's Office of Anti-Violence Initiatives will hold the inaugural Q&A event of their co-sponsored Brown Bag Lecture Series for the ~~Fall~~fall. In honor of October being Domestic Violence Awareness Month, leadership from both organizations will collaboratively facilitate a lecture and subsequent Q&A on the nature of domestic violence advocacy work. After the lecture, students and faculty are invited to move to the auditorium lobby for refreshments and one-on-one conversation with representatives from both Womanspace and AVI. The organizations will answer more personal questions regarding their work and any intervention and trauma resources available to students on campus.

Social Media Sample: Instagram Post



womanspace2021
The College of New Jersey

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womanspace2021 Calling all Greek life! Womanspace is excited to announce the first in a month-long series of fundraising challenges. This week, work in teams to collect as many pennies as possible. At the end of the week, all donations will be forwarded to Womanspace. The winners will receive a prize of either X, Y, or Z. This April, we are fighting back against sexual violence—one penny at a time. Keep your 🙄 and 🤔 open for more posts as the challenge heats up! #Womanspace #TCNJ #GreekLife #SAAM

Social Media Sample: Tweet



Social Media Sample: Facebook Post



Magnet Design



WOMANSPACE
IT STARTS HERE

Womanspace provides a comprehensive array of services to individuals and families impacted by domestic and sexual violence and dedicated to improving the quality of life for adults and their families. Programs include crisis intervention, emergency shelter, counseling, court advocacy and housing services

24/7 CRISIS HOTLINE
609-394-9000

CAMPUS POLICE
609-771-2345

*Womanspace, Inc.
1530 Brunswick Ave
Lawrenceville, NJ 08648
609-394-0136*

SAAM Flyer



WOMANSPACE X AVI

TRAUMA RESOURCES

JOIN US AT OUR
UPCOMING EVENTS!

AVI Information Session (4/15 at 7PM in Decker)
Join us and community advisors to start a conversation
about domestic and sexual violence and what you can
do to help.

Brown Bag Series (4/22 at 1PM in Kendall)
Come out and learn about how you can prevent power-
based violence and help survivors in your life.

SAAM Flyer (cont.)

STUDENT RESOURCES

WOMANSPACE X AVI

Womanspace Resources

- *Emergency services and 24/7 hotline*
- *Counseling and support for those impacted by sexual assault and/or domestic violence*
- *Legal services*
- *Education and training to develop a coordinated community response to interpersonal violence that will provide safety and support to victims.*

Campus Resources

- The Office of Anti-Violence Initiatives
 - *Free and confidential counseling*
 - *Advocacy throughout Title IV and accommodations process*
 - *Peer education*
- The Office of Title IX
 - *Adjudication and guidance with filing Title IX report*
 - *Provide survivor support*

**TOGETHER WE CAN END
DOMESTIC AND SEXUAL
VIOLENCE**



Bulletin Board Materials



**For more information about
Womanspace and their resources
visit:**

<https://womanspace.org/>

Womanspace contact information:
24/7 crisis line: **609.394.9000**
For the deaf and hard of hearing:
text 609.619.1888

Campus Resources:

The Office of Anti-Violence Initiatives (AVI)
Forcina Hall, Room 308
The College of New Jersey
P.O. Box 7718
2000 Pennington Rd.
Ewing, NJ 08628
609.771.2571

The Office of Title IX
Brower Student Center, Room 220
The College of New Jersey
PO Box 7718
2000 Pennington Rd.
Ewing, NJ 08628

Womanspace, Inc.
1530 Brunswick Avenue
Lawrenceville, NJ 08648
609.394.0136

Community Advisors
Ask them for more information about the resources available to
TCNJ students!

What is Womanspace?

The Mission:

To prevent abuse, protect families and change lives through empowerment and a safety net of supportive services.



Available Resources:

- *Emergency services and 24/7 hotlines*
- *Counseling and support for those impacted by sexual and/or domestic violence*
- *Legal services*
- *Education and training to develop a coordinated community response to interpersonal violence that will provide safety and support to victims.*

Work Log

PR Plan Component	Responsible for Work
News Releases	<ul style="list-style-type: none"> ❖ Miranda Crowley ❖ Taylor Griffith ❖ Mackenzie Malpass ❖ Juliana Padilla ❖ Radhika Purandare
Media Advisory	❖ Miranda Crowley
Backgrounder/Fact sheet	❖ Miranda Crowley
Sample Brochure/Pamphlets	❖ Radhika Purandare
Sample of Bulletin Board Materials	❖ Juliana Padilla
Magnet Design	❖ Taylor Griffith
Social Media Post Examples	❖ Mackenzie Malpass

Miranda Crowley

Miranda Crowley

Taylor Griffith

Taylor Griffith

Mackenzie Malpass

Mackenzie Malpass

Juliana Padilla

Juliana Padilla

Radhika Purandare

Radhika Purandare