

# SAVING PROMISE CAMPAIGN

*A Promise for Change*

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## Four Generations of Mothers and Daughters and a Little Girl Named *Promise* that Inspired a National Campaign

Washington, DC – February 2, 2009—Founder of the Saving Promise Campaign and Award-Winning Author L.Y. Marlow launches a national grassroots movement to finally put domestic violence awareness on the map—a vision from a woman whose family has suffered four generations of domestic violence and abuse. The campaign aims to lobby lawmakers to make domestic violence a national priority by expanding legislation, resources and funds and heightening awareness. Additionally, the campaign seeks to build national alliances and support by soliciting 1 million signature pledges and 1 million stories to take to Congress to send a ‘wake up’ call about the urgency of domestic violence. With a target date of Mother’s Day 2010, the Saving Promise Campaign will also sponsor the largest Mothers-Daughters Domestic Violence Awareness March on Washington.

Heart disease, breast cancer and domestic violence are among the number one killers of women. Go Red for Women and Susan G. Komen for the Cure have both launched successful brands to raise social consciousness about heart disease and breast cancer, respectively. To date, no such brand exists for domestic violence. The Saving Promise Campaign will implement a brand strategy with the ‘butterfly’ serving as its ‘brand identity’ to build brand recognition and social consciousness about domestic violence.

“After growing up in one of the most drug and crime infested projects in Philadelphia, a product of teen pregnancy, and escaping an unspeakable abusive relationship, I put myself through 16 years of night school (sometimes with baby in tow) to earn multiple degrees including an MBA; which landed senior level positions in Corporate America,” says L.Y. Marlow, Founder of the Saving Promise Campaign. “Years later, when I discovered that my daughter and granddaughter too, were trapped in an abusive relationship, I decided to transform my pain into a *promise for change*.”

The Saving Promise Campaign is inspired by L.Y. Marlow’s granddaughter named Promise whose life was threatened in a domestic violence dispute. Little Promise is not alone. Over 30 million continue to live in abusive situations. During times of economic downturn, financial hardship is a contributing factor to an increase in domestic violence incidents.

L.Y. Marlow’s award-winning *Color Me Butterfly* tells the poignant and endearing story of four generations of mothers and daughters; a true story of her grandmother, her mother, herself and her daughter, and the impact intergenerational domestic violence and abuse has had on her family for more than sixty years.

**For more information about L.Y. Marlow and the Saving Promise Campaign or to schedule an interview, please contact Suzanne Klein at 703-475-4644 or [suzannewk@verizon.net](mailto:suzannewk@verizon.net)**