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Saving Promise Launches OneVoice Call to Action
Mobilizing a Movement to End Domestic Violence

April 6, 2010 (New York, NY) – With more than 32 million Americans affected by domestic violence each year, and more than three women murdered each day, domestic violence is the most serious social and family issue of our time. Now, Saving Promise courageously goes where no organization has gone before—mobilizing a movement to bring mass awareness to the pandemic of domestic violence. With a new brand, Saving Promise presents the OneVoice call to action. Starting online and culminating in a national tour, the goal of OneVoice is to collect 100,000 unified voices supporting the mission to make domestic violence a national priority.

At the forefront of the Saving Promise movement is founder L.Y. Marlow, award-winning author of the new novel *Color Me Butterfly*, (Three Rivers Press, August 2010) inspired by the story of her family's struggle and triumph over more than sixty years of domestic violence. L.Y. Marlow explains her passion and inspiration behind Saving Promise:

"Heart disease, breast cancer, and domestic violence are the leading issues affecting women in America. Susan G. Komen for the Cure and the Go Red for Women campaign have both created successful brands to raise awareness around breast cancer and heart disease. But what about domestic violence? The mission of Saving Promise is to achieve this level of enlightened social consciousness for domestic violence and implement *real change* across America."

Saving Promise utilizes the butterfly, the universal symbol for change, as its logo to represent its "Promise for Change". Thrusting domestic violence to the forefront of public awareness, Saving Promise's OneVoice call to action aims to unite the voices of the domestic violence community and community at large by collecting signatures from 100,000 people nationwide. These signatures will be presented to the White House to emphasize the need for firmer policies, programs, services and transformative solutions. Names will be collected through the new Saving Promise website

www.savingpromise.us, which serves as a user friendly portal providing tools and resources to those affected by abusive relationships and inspiring them to live safe and healthy lifestyles.

Saving Promise's OneVoice call to action is the beginning of a year full of powerful initiatives including a national tour set to begin in early fall and a host of awareness campaigns to commence in early 2011. With the launch of these groundbreaking initiatives, Saving Promise hopes to unite and inspire all those affected by domestic violence and shine a spotlight on a matter that has for generations been seen as shameful and secretive. Most importantly, Saving Promise aims to inspire individuals, families, communities and society, to "Live. Thrive. Be Free." of domestic violence.

About L.Y. Marlow and *Color Me Butterfly*:

As a survivor, an advocate, a mother, and woman who comes from four generations of mothers and daughters who suffered and survived more than 60 years of domestic violence and abuse, L.Y. Marlow has decided to not only break the cycle of domestic violence in her family but to transform their pain into a "Promise for Change". L.Y. Marlow portrays her family's story through her award winning novel *Color Me Butterfly*, the true story of her family's journey from tragedy to triumph. L.Y.'s mission began when the life of her granddaughter named Promise was threatened in a domestic violence dispute and L.Y. could not let this social disease afflict Promise, now the fifth generation. This is the story that inspired *Saving Promise*.

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Why Saving Promise? Why Now?

Today, lives are being saved. Families are being mended.

Yet, statistics show a steady rise in the incidence of domestic violence. In fact, domestic violence joins heart disease and breast cancer as the leading issues that affect women in the United States. Heart disease and breast cancer organizations get us thinking about those two issues every time we see the color pink or red—they remain at the forefront of the American consciousness. But what about domestic violence? Secrecy and shame have grown domestic violence into the leading cause of death for women between the ages of 15 and 44. This is not news to the existing domestic violence community who lead the charge tirelessly for victims and their families.

Why Saving Promise?

Because we want to propel domestic violence to the forefront of the American consciousness alongside breast cancer and heart disease, and overcome the third largest issue affecting women in the United States.

Why Now?

Because of the frequency of domestic violence incidents, Saving Promise, in conjunction with the domestic violence community, believes the time is right to galvanize a national movement and raise this critical issue to a national priority.



ABOUT L. Y. Marlow Founder, Saving Promise



L.Y. Marlow is the third generation of her family to have been a victim and survivor of domestic violence: a violence that almost took her life and the life of her unborn child. In her award-winning book, ***Color Me Butterfly***, she tells the poignant and evocative story of four generations of mothers and daughters: the 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 over sixty years.

But the story does not end there. In the fall 2007, Ms. Marlow discovered that her 22 year old daughter was trapped in an abusive relationship--one in which the abuser not only tried to kill her daughter twice, but threatened the life of their baby girl named *Promise*. When the system failed to protect Ms. Marlow's daughter and granddaughter, she decided to turn her pain into a *Promise for Change*. She founded Saving Promise, a national grassroots domestic violence movement to make domestic violence a national priority in the same way as Breast Cancer Awareness

Realizing the challenges that lay ahead, Ms. Marlow plans to engage and cultivate the support of America—from domestic violence agencies, public, private and corporate entities, faith-based institutions, communities and individuals to join the Promise for Change. It is through her determination, vision and passion that she plans to raise the bar for Domestic Violence Awareness by enlisting the support of all—from survivors to advocates, to corporate executives to social leaders to join arm and arm with her on her journey to end domestic violence.

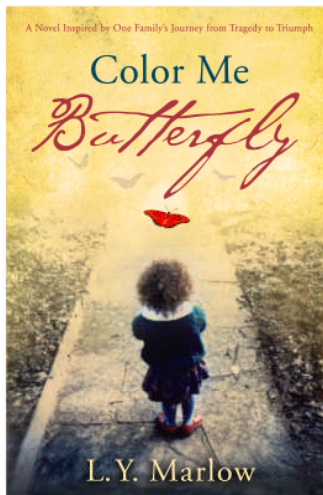
From a lifetime of achievements, including 20+ years in Corporate America, an award-winning author, domestic violence advocate, women's advocate and keynote speaker, what has been most inspiring is her story and timely message to raise the bar and lobby for change. Having been a voice for change appearing on local and national television and radio and featured in various magazines, L.Y. Marlow hopes that her life will be a testament and inspiration to the struggles of all women whose story shares the same face.

THE STORY BEHIND THE STORY

Winner of the 2007 National “Best Books” Award

Color Me Butterfly

A true story about four generations of mothers and daughters
and their journey from tragedy to triumph



L.Y. Marlow’s riveting, emotionally-charged and inspiring ***Color Me Butterfly*** (Three Rivers Press, August 3, 2010, \$15.00) is the winner of the 2007 National “Best Books” Award.

Color Me Butterfly has also won the following awards:

National ‘Best Books’ Award – Winner

S’Indie Award for Literary Excellence, Quality and Originality – Winner

2008 IPPY Book Awards – Winner (Bronze)

Foreword Magazine ‘Book of the Year’ Award -- Finalist

The Indie National Excellence Book Award – Finalist

The National Independent Publisher Book Award – Finalist

Hollywood Book Festival Award – Honorable Mention

London Book Festival Award – Honorable Mention