



**Office of the Mayor
City of Los Angeles**

ANTONIO R. VILLARAIGOSA

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CITY OF LOS ANGELES COMMEMORATES START OF DOMESTIC VIOLENCE AWARENESS MONTH

***Announces City Landmarks Lit in Purple, Grants Awarded to Mayor's
Domestic Violence Awareness Programs***

LOS ANGELES- Mayor Antonio Villaraigosa today joined Los Angeles Police Chief Charlie Beck, Los Angeles Police Foundation Executive Director Cecilia Glassman and representatives from Verizon Wireless to kick-off national Domestic Violence Awareness Month in Los Angeles. Together, they announced the lighting of several City landmarks in purple (the official color of Domestic Violence Awareness) and acknowledged the receipt of two grants to help fund the City's Domestic Abuse Response Team (DART) program.

Every October, as the nation observes Domestic Violence Awareness Month, the City posts billboards and ads with information about resources for DV victims and survivors. This year, the City will increase that awareness by "Turning LA Purple," bathing various landmarks across Los Angeles in purple light, the official color of domestic violence awareness.

In addition to the landmarks who turned purple for last year's Domestic Violence Awareness month – LAX, the Capitol Records Building, LA Live, and the Staples Center - this year's participants in "Turning LA Purple" include DWP, which turning its fountain purple; City Hall; the Los Angeles Police Department Administration Building; and CalTrans, all of which will feature purple lights at various points throughout the month.

"By lighting our City's notable landmarks in purple we hope to start a conversation amongst Angelenos and bring the serious issue of Domestic Violence into the forefront of our public's consciousness," Mayor Villaraigosa said. The Aileen Getty Foundation was instrumental in providing the needed funding to assist in the effort to turn LA purple.

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Last year, the LAPD received over 48,000 domestic violence-related calls and reported over 20,000 domestic violence-related crimes.

To address alarming statistics like these, Mayor Villaraigosa established Stop Abuse From Existing, or SAFE, a long-term commitment to reducing domestic violence. A vital part of the SAFE initiative is the Domestic Abuse Response Team, or DART.

Currently in 11 LAPD divisions throughout the City, DART is a law enforcement-based crisis response team that pairs civilian advocates with LAPD police officers to respond to reported incidents of domestic violence. The DART program consists of victim advocacy agencies that provide services that include case management, advocacy, transportation, needs assessment, counseling, crisis intervention, medical and emergency room advocacy, parenting classes, support groups, referrals to shelters, and legal services. DART programs also provide police officer training and support.

“When the state stopped funding DART in 2005, we did not give up on the people that need help the most,” Mayor Villaraigosa said. “Instead, we worked with our public and private partners and doubled the program over the last six years.”

To support this important program, Verizon Wireless awarded a grant in the amount of \$71,000 to the Los Angeles Police Foundation, benefiting DART in LAPD’s Southeast Division. The Mayor’s Office also secured a \$900,000 competitive grant award from the Department of Justice Office of Violence Against Women. This two-year grant will fund the expansion and enhancement of the City’s DART teams to ultimately increase services for victims, and enhance LAPD’s capacity to address sexual assault and domestic violence in the City of Los Angeles.

“I am very excited about these grants from the Department of Justice and Verizon, and proud of the progress we are making in our commitment to ending this vicious cycle of violence,” said LAPD Chief Charlie Beck. “The DART Program is a great tool in our mission to stop domestic violence and will be even greater by these generous and much-appreciated funds.”

This year, for the first time in Los Angeles history, every LAPD Division has a Lieutenant who is designated as a domestic violence coordinator, who coordinates domestic violence cases with an advocacy group in that division.

The Los Angeles Police Department has partnered with at least one Domestic Violence service provider for each of the 21 LAPD divisions. The work of these agencies to provide hope, counseling, support, and legal advocacy to victims and their families is critical to ending the cycle of violence. These agencies include:

Project Peacemakers, Jenese Center, House of Ruth, Valley Family Center, Peace Over Violence, Children's Institute, Sojourn Services, Haven Hills, Valley Trauma, Rainbow Services, Domestic Abuse Center, Jewish Family Services, and Valley Cares Family Justice Center.

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Our corporate and public partners are helping to promote Domestic Violence Awareness Month by posting critical information for victims, such as 24-hour hotline numbers and the other resources.

Through the month of October, CBS Outdoor, Clear Channel Outdoor, and Lamar Advertising, will provide print and digital public service announcements on hundreds of billboards throughout Los Angeles highlighting the importance of Domestic Violence Awareness Month. Billboards will showcase 24 hour hotline numbers, and the Mayor's DV Resources website, www.safela.org.

Also part of the awareness month, Verizon Wireless and the City of Los Angeles, as well as USC's Fraternity and Sororities, are conducting a HopeLine phone and accessory recycling drive benefiting survivors of domestic violence. Since 2001, HopeLine has awarded more than \$30 million in cash grants to domestic violence agencies and has collected more than seven million phones.

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