



**For Immediate Release:  
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## **MEDIA ADVISORY**

### ***VC RISING! : COUNTY GROUPS JOIN GLOBAL CAMPAIGN TO END VIOLENCE AGAINST WOMEN AND GIRLS***

*Local event will feature workshops, speakers, and flash mob*

Oxnard and Ventura, CA — VC RISING, a local coalition participating in the global ONE BILLION RISING campaign, is planning a day of action on Thursday to raise attention about ending violence against women and girls. The day of action will include an “Act local” workshop with guest speakers, and a public, coordinated mass dance routine known as a “flash mob,” in Downtown Ventura and at Oxnard College.

ONE BILLION RISING began as a call to action based on the staggering statistic that 1 in 3 women on the planet will be beaten or raped during her lifetime. With the world population at 7 billion, this adds up to more than ONE BILLION WOMEN AND GIRLS. The campaign is affiliated with the V-Day movement initiated by Eve Ensler, the author of the world-renowned play entitled *The Vagina Monologues*. This year marks the 15<sup>th</sup> anniversary of V-Day, which coincides with Valentine’s Day.

“When we started V-Day 14 years ago, we had the outrageous idea that we could end violence against women,” said Ensler. “When we come together on February 14, 2013 to demand an end to violence against women and girls it will be a truly global voice that will rise up.”

Locally, this event will bring together community activists hoping to address the high incidence of domestic abuse in Ventura County. California Department of Justice statistics show that Ventura County

ranks No. 2 in the state in domestic abuse cases per capita at 8.81 – almost twice the state average of 4.46.

Organizers from Cabrillo Economic Development Corporation, The Red Tent of Ventura County, and the Coalition for Family Harmony have been coordinating the local 1 BILLION RISING efforts.

Thursday's flash mob is part of ongoing efforts by CEDC Community Building projects to engage residents (at CEDC's affordable homes throughout the county) and their neighbors in leadership development projects. For the last five years, Community Building projects have engaged youth, parents, agency representatives and local government representatives in violence prevention collaborations. Currently, a group of youth residents at Villa Cesar Chavez, a CEDC development in Oxnard, has been planning its own flash mob, which will focus on an anti-bullying message and will take place in April.

Priscila Cisneros, Community Building Manager at Cabrillo Economic Development Corporation and one of the organizers of VC RISING, said she hopes Thursday's events will lead to ongoing local advocacy against all forms of violence. "We are hopeful participants will stay connected and join us in prioritizing women and girls' issues in Ventura County. There will be follow up actions in the next few weeks to generate next steps to keep this newly created advocacy group active and informed about other related violence prevention projects," said Cisneros.

CEDC encourages everyone who wants to either participate in the flash mob or just watch it, to come to one of the events below. If individuals cannot attend this week's event, they are encouraged to get involved in the flash mob planned for April, by calling Priscila Cisneros at (805) 672-2569.

#### **Schedule of VC Rising activities on Thursday, February 14th:**

##### **VENTURA**

WHAT: Act Local Workshop

WHERE: Bell Arts Factory, 432 N. Ventura Ave

WHEN: 10:00AM - 11:00AM

WHAT: "Break the Chain" Flash Mob

WHERE: 500 Block of Main Street, in front of Century movie theatre

WHEN: 12:00PM

Ventura, CA 93001. "Break the Chain" Flash Mob

##### **OXNARD**

WHAT: "Break the Chain" Flash Mob and Self-Defense Demonstration

WHERE: Oxnard College Free Speech Zone (located near the flag pole area)

WHEN: 3:30PM - 5:00PM

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Visit VC RISING's events pages at <https://www.facebook.com/events/442910639111297/> and <http://onebillionrising.org/page/event/detail/startarising/wrbd>.

Cabrillo Economic Development Corporation is a private non-profit community development corporation that provides comprehensive housing services, through a community building approach, in Ventura and Santa Barbara counties. Since its incorporation in 1981, CEDC has built 1,634 units of affordable for-sale and multi-family rental homes, and manages 973 affordable rental units. CEDC's

Community Building Division works to empower residents and surrounding communities through leadership development and community engagement projects. [www.cabrilloedc.org](http://www.cabrilloedc.org)

ONE BILLION RISING is V-Day's newest campaign, which will culminate on 02/14/13 with a global action worldwide. ONE BILLION RISING began as a call to action based on the staggering statistic that 1 in 3 women on the planet will be beaten or raped during her lifetime. With the world population at 7 billion, this adds up to more than ONE BILLION WOMEN AND GIRLS. On 14th February 2013, ONE BILLION women and those who love them to WALK OUT, DANCE, RISE UP, and DEMAND an end to this violence. Join V-Day and ONE BILLION RISING today and SAY NO to violence against women and girls. [www.onebillionrising.org](http://www.onebillionrising.org)

V-Day is a global activist movement to end violence against women and girls that raises funds and awareness through benefit productions of Playwright/Founder Eve Ensler's award winning play *The Vagina Monologues* and other artistic works. In 2012, over 5,800 V-Day benefit events took place produced by volunteer activists in the U.S. and around the world, educating millions of people about the reality of violence against women and girls. To date, the V-Day movement has raised over \$90 million and educated millions about the issue of violence against women and the efforts to end it, crafted international educational, media and PSA campaigns, reopened shelters, and funded over 14,000 community-based anti-violence programs and safe houses in Democratic Republic of Congo, Haiti, Kenya, South Dakota, Egypt and Iraq. Over 300 million people have seen a V-Day benefit event in their community. [www.vday.org](http://www.vday.org)