



FOR RELEASE
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Government launches anti-violence social marketing campaign

WHITEHORSE—The Minister responsible for the Women's Directorate Elaine Taylor today launched a campaign designed to change social attitudes and behaviour toward violence against women and girls.

The social marketing campaign called *Am I the Solution?* is designed to get Yukoners to think about the effects of violence in our communities and what individuals can do to address it.

"Violence against women and girls is a societal issue and each of us has an important role to play toward its elimination," Taylor said.

The campaign was developed by an interagency working committee comprised of representatives from Kaushee's Place, the Department of Education, the Department of Justice, and three individuals representing youth, men and First Nations women.

The creative concept is built on an approach that uses hand-drawn images of ordinary Yukoners. The social marketing campaign will be promoted across Yukon through radio and print ads, posters, banners, online media and Facebook. The campaign engages a number of target groups including men, youth and young families.

For more information on combatting violence visit: stopviolenceinyukon.ca.

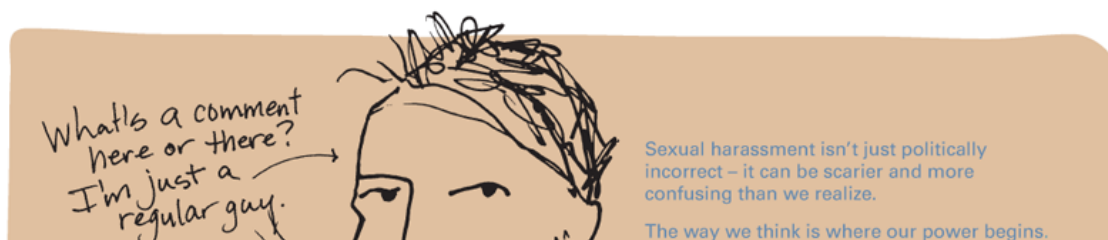
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See attached artwork.

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