



Press Release

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Grants Train 18,000 Law Enforcement, Social Service Professionals to Save Lives, Helping Abuse Survivors Safely Use Technology to Escape Violent Relationships

Mary Kay Ash Charitable Foundation Grants Support the NNEDV Safety Net Program, Saving Lives Via Cell Phones, E-mail and the Internet

DALLAS, Aug. 14 /PRNewswire/ – Thousands of women and children across the nation will be safer because of a unique national training program beginning today in Indianapolis. The Safety Net program, organized by the National Network to End Domestic Violence (NNEDV) and funded by the Mary Kay Ash Charitable Foundation (MKACF), teaches survivors of abuse how to safely use technology as they attempt to escape from dangerously violent relationships.

The three-day Indianapolis workshop is NNEDV's "Train the Trainers" program, its most significant Safety Net program of the year. At the workshop, shelter workers, police, prosecutors and hotline operators from across the nation learn how to better help domestic violence survivors exit abusive relationships without leaving dangerous "electronic footprints."

"It's startling to realize that abusers kill as many as 1,500 women and children, and injure and threaten tens of thousands more each year in the U.S.," said Anne Crews, a Mary Kay vice president and a Director of MKACF. "Women need to know how to get themselves and their children out of violent situations before the worst happens. This NNEDV program is a shining beacon showing the way."

This is the fifth year the Mary Kay Ash Foundation has funded the NNEDV program, which has conducted more than 250 national, state and local workshops since being established in 2002. In all, the program has trained nearly 18,000 social service and law enforcement professionals to help survivors of domestic and sexual abuse learn to safely use technology when attempting to escape violence and find safe shelter.

“Sadly, as domestic violence survivors try to escape from dangerous situations, they often unknowingly leave an electronic trail that tech-savvy abusers can easily follow,” said Crews. “The Safety Net Program teaches survivors to how to safely use cell phones, e-mail and the Internet as they seek protection from abusive relationships for themselves and their children.”

This year alone, NNEDV has trained more than 3,700 local hotline operators, police, prosecutors and shelter managers at 47 Safety Net workshops across the nation. Upcoming Safety Net workshops are scheduled in Indianapolis, Nashville, Minneapolis and Houston this summer and fall. Other financial and program support is provided by grants from the Wireless Foundation and U.S. Department of Justice.

“At this event, shelter staff members and law enforcement officials from all 50 states will be trained by some of the high-tech industry’s best minds,” said NNEDV President Sue Else. “They, in turn, will pass this training on to abuse survivors in their home communities.

“For example, with better understanding of the Internet, women can more effectively research restraining orders and address-confidentiality programs, locate housing and find employment opportunities. It’s essential that women know how to avoid leaving electronic footprints that the abusers can follow,” said Else.

In addition to providing the know-how people need to use technology more safely and effectively, the Safety Net Program focuses on improving technology security for survivors of violence. This includes keeping survivors’ addresses and photos off the Internet and increasing the security of databases that contain vital and confidential survivor information.

“Unfortunately, abusive people don’t need to be computer programmers or have special skills to monitor someone’s computer activities,” Else added. “We advise women who have been abused to use safe computers such as those found in a public library, community tech center or Internet cafe, or a trusted friend’s house.”

Crews said that the Mary Kay Ash Charitable Foundation was started in 1996 to fund research of cancers affecting women. “In 2000, MKACF expanded its mission to include the prevention of violence against women. Our NNEDV Safety Net Program donations, which to date total nearly \$1 million, are another example of our on-going commitment to raise awareness of this important issue.”

Each year, the Mary Kay Ash Charitable Foundation also awards thousands of dollars each to scores of women’s shelters across the nation. In 2005, the Foundation issued grants of \$3 million to shelters and safe houses in all 50 states.

About the Mary Kay Ash Charitable Foundation

The Mary Kay Ash Charitable Foundation was created in 1996 by Mary Kay Ash to fund research of cancers affecting women and, in 2000, expanded its mission to include the

prevention of violence against women. To date, the Mary Kay Ash Charitable Foundation has granted more than \$13 million to these two causes. For more information about the Mary Kay Ash Charitable Foundation, call 1-877-MKCARES (1-877-652-2737).

About NNEDV

The National Network to End Domestic Violence (www.nnedvfund.org) is a membership and advocacy organization of state domestic violence coalitions, allied organizations and supportive individuals. Today, the NNEDV is the leading voice among domestic violence advocates, developing policy that changes the way this country deals with this complex and far-reaching problem.

About Mary Kay Inc.

The mission of Mary Kay Inc. is enriching women's lives. One of the largest direct sellers of skin care and color cosmetics in the world, Mary Kay achieved another year of record results in 2005, exceeding \$2.2 billion in wholesale sales. The Company's independent sales force exceeds 1.6 million Mary Kay Independent Beauty Consultants in more than 30 markets worldwide. To learn more about the Company and to find an Independent Beauty Consultant near you, log on to www.marykay.com or call 1-800-MARY KAY (627-9529).

Source: Mary Kay Ash Charitable Foundation

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