

August 2011

We are very pleased to announce that the Liz Claiborne Inc. Love Is Not Abuse iPhone Application is now available for download in the iTunes App Store!

The new iPhone app is designed to teach parents - in a very real way - about the dangers of teen dating abuse and provides a dramatic demonstration of how technology can be used to commit abuse. Over the course of the experience, text messages, emails and phone calls are received real-time, mimicking the controlling, abusive behaviors teens might face in their relationships.

The impact is immediate and important: empowering parents to talk to their kids.

The app also includes valuable information for parents: facts on dating abuse, warning signs, tips on how to talk to teens, and immediate, concrete steps to take if they suspect their child is involved in an abusive relationship.

Please view the Love Is Not Abuse iPhone App trailer: [www.youtube.com/watch?v=f-MueVKOL8k](http://www.youtube.com/watch?v=f-MueVKOL8k), share the news with your friends and communities (Twitter Hashtag: #LovesNotAbuseApp), and download the app today, free of charge at the iTunes App Store (search word "LINA").



For more updates, be sure to visit us on our [Facebook Page](#) and follow us on Twitter [@Love\\_IsNotAbuse](#).

Thank you so much for your support and help in spreading the word about this milestone!

Sincerely,

Jane Randel  
SVP, Corporate Communications & Brand Services  
**Liz Claiborne Inc.**

Ann and Chris Burke  
Founders and Co-Directors, **Love Is Not Abuse Coalition**