

Teens Declare a Wrap on Dating Abuse

Break the Cycle, HopeLine® from Verizon and DR. PHIL Announce PSA Competition Finalists; Vote for the Final Winner!

Customer Inquiries

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BASKING RIDGE, NJ (May 10, 2011) — Break the Cycle, HopeLine® from Verizon and the DR. PHIL show have announced the finalists for the national “Let Your Heart Rule” contest, which challenges teens to raise awareness and end the cycle of dating violence through the power of film and television. The winner will be announced Monday, May 30, on the DR. PHIL show (**check local listings**).

Teens in schools throughout the country collaborated with classmates to create their own video public service announcements (PSA). The four finalist schools, selected for the impact and creativity of their work, include: Venture Academy, Stockton, Calif.; Gilroy High School, Gilroy, Calif.; Preston High School, Bronx, NY; and Lehman High School, Bronx, NY. To continue engaging young people around the issue of healthy relationships, Break the Cycle, Verizon and the DR. PHIL show are awarding all four finalists with Break the Cycle’s comprehensive solution to end dating violence, Respect WORKS! This model includes violence-prevention curricula, peer leadership activities and instructions for improving school policy.

View and vote for your favorite PSA at www.letyourheartrule.com, starting on May 10 and continuing through May 16. The team that garners the most votes will receive tablets from Verizon Wireless, a \$1,000 stipend for their school and the chance to have their PSA aired nationwide on DR. PHIL, Verizon FiOS and Verizon V CAST Video.

“We are proud to have the opportunity to partner with Dr. Phil McGraw and Verizon Wireless,” says Marjorie Gilberg, executive director of Break the Cycle. “This is a

tremendous opportunity for young people to speak out on their own behalf and promote safe and healthy relationships.”

“Verizon is committed to help end the cycle of violence and leverage the power of our technology and resources to make a difference,” said Marquett Smith, vice president, communications and community relations at Verizon Wireless. “We’re pleased to partner with leaders such as Break the Cycle and the DR. PHIL show to help empower teens to end the cycle of dating violence.”

“In order for us to end the plague of domestic violence on our society, it’s got to start with our young people,” said Dr. Phil McGraw. “It’s vital we teach our teens that it is not acceptable to put your hands on someone in anger. That’s why Break the Cycle, Verizon Wireless and I are making it our top priority to get the Respects WORKS! into schools.”

For more information on Break the Cycle, visit www.breakthecycle.org. To learn more about HopeLine from Verizon, visit <http://verizonwireless.com/hopeline>.

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About Verizon Wireless

Verizon Wireless operates the nation’s fastest, most advanced 4G network and largest, most reliable 3G network. The company serves 104 million total wireless connections, including more than 88 million retail customers. Headquartered in Basking Ridge, N.J., with 85,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE, NASDAQ: VZ) and Vodafone (LSE, NASDAQ: VOD). For more information, visit www.verizonwireless.com. To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at www.verizonwireless.com/multimedia.

About Break the Cycle

Break the Cycle is leading the movement against dating violence. We partner with Hazelden Publishing to offer the most comprehensive, best practice model for addressing abuse on campus – Respect WORKS! (online at respect-works.com). With the National Dating Abuse Helpline, we create the ultimate healthy relationship resource for teens and young adults at loveisrespect.org. We also work directly with youth, providing free legal services, violence-prevention education and activism opportunities. To learn more about Break the Cycle, visit breakthecycle.org or call 310.286.3383.

About DR. PHIL

The syndicated series, DR. PHIL, was created by Harpo Productions, and is produced by Peteski Productions in association with CBS Television Distribution. It is broadcast on 215 stations representing 100% of the country and airs in over 40 countries. Since its debut in September 2002, the series has been ranked second among all daytime talk shows and consistently ranks among the Top Ten of all syndicated strips (Source: NSS Ranking Report). DR. PHIL is poised to move into the top spot following Oprah's departure on May 25, 2011.