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## **Newhouse Celebrates 40<sup>th</sup> Anniversary With Campaign Against Teen Dating Violence**

Overland Park, KS — (January 18, 2010) — Ascend Integrated Media has been chosen to develop [newhouse4teens.org](http://newhouse4teens.org) a website to promote a year-long campaign by Newhouse to educate teens and parents on the dangers of teen dating violence. The website is launching in time for National Teen Dating Violence Awareness and Prevention Month.

In celebrating their 40<sup>th</sup> anniversary Newhouse decided to place a spotlight on the issue of teen dating violence by launching a website dedicated to the topic. They are providing the resources necessary for teens, their parents, their teachers and their counselors to educate themselves about the signs and dangers of dating violence.

Along with the online campaign there is an ongoing educational initiative within local schools, Girl Scout troops and church groups providing the community with awareness about this growing problem. Fifty percent of teens know someone who has been physically, sexually, or verbally abusive in a dating relationship. *Liz Claiborne Inc., Conducted by Teenage Research Unlimited, (February 2005)*. With statistics like these it's easy to see how this problem is wide-spread and education is the only way to lead to prevention of such a prevalent issue facing our young teen population.

“Newhouse is very excited to launch the “Newhouse4Teens” website into the KC Metro Community. We believe that teen dating violence is not only underreported, but under recognized. Many parents, friends and community members have known a victim of dating violence but have either not recognized the signs or were unsure how to help. If information was more readily available and accessible, many victims would be able to break free of the relationship and attain safety. The foremost goal of the website is to help increase awareness and prevention of teen dating violence. We connected with Ascend Media initially by accident— but we are very pleased with the comprehensive services they delivered. It was also helpful that they understand our financial issues and tailored a package to fit our needs while not breaking our budget.” Bridgette Mavec, vice president of clinical services, Newhouse Domestic Violence Shelter

Cam Bishop, CEO Ascend Integrated Media expressed the custom publishing company's pride at being chosen to partner on this campaign. “We are both pleased and honored to be working with Newhouse. It is a great organization and cause. For our team any time we can apply our creativity and media distribution skills to help our nonprofit clients develop greater awareness for their cause and to help enhance connections with volunteers and donors, it is very gratifying.”

**About Ascend Integrated Media** - [Ascend Integrated Media](http://Ascend Integrated Media) is a custom media company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives.

**About Newhouse** - Founded in 1971, [Newhouse](#) provides safe shelter and critical services to women victims of domestic violence and their children. In 2009, Newhouse sheltered 943 women and children. The Newhouse mission is to break the cycle of domestic violence by providing tools that allow women to make positive choices and lead self-sufficient lives.