

FOR IMMEDIATE RELEASE

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VIOLENCE PREVENTION CAMPAIGN SET TO LAUNCH IN SANTA CLARA COUNTY

Santa Clara County, CA: Betzabe Ruiz Juarez, an 8th grader at Mathson Institute of Technology, will be featured at the ***We All Play a Role***, violence prevention campaign kick-off. Ms. Juarez will talk about how she plays a role in building a safe and peaceful community, both at school and with her younger siblings.

The ***We All Play a Role*** violence prevention campaign event will be held Wednesday, March 18, 10:30 am, in East San Jose's Mayfair neighborhood. County and City officials, students, educators, members of the faith community and other community leaders will help launch the campaign. Campaign materials and photo opportunities will be available before and after the news conference at the Mayfair Community Center, 2039 Kammerer Avenue, San Jose.

We All Play a Role, created by the Santa Clara County Public Health Department's Injury and Violence Prevention Program, offers new opportunities for people of all ages to get involved in building safe and peaceful communities, raise awareness and connect with violence prevention resources. In anticipation of National Youth Violence Prevention Week (March 23-27, 2015), a new website (www.ViolenceFreeSCC.org) launched this week to help spread the word that violence is preventable.

In 2012, the Santa Clara Public Health Department developed a violence prevention plan and received funding supported by the County's Board of Supervisors to address the plan's goals. ***We All Play a Role*** supports these goals by using a far-reaching, multi-layered approach to disseminate messages through partners, as well as using social-media and other online platforms to connect to specific audiences and engage the community.

WHO: Jeff Rosen, Santa Clara County District Attorney; Magdalena Carrasco, San José Council Member, District 5; René G. Santiago, Deputy County Executive and Director, Santa Clara Valley Health and Hospital System; Mario Maciel, Division Manager, City of San José Mayor's Gang Prevention Task Force; Camille Llanes-Fontanilla, Executive Director, Somos Mayfair; Hilaria Bauer, Superintendent, Alum Rock Union School District; and Betzabe Ruiz Juarez, 8th grader, Mathson Institute of Technology

WHEN: Wednesday, March 18, 2015 at 10:30 am

WHERE: Mayfair Community Center, 2039 Kammerer Avenue, San Jose, CA 95116

VISUALS: VTA coach will be on-site with the main "We All Play a Role" image, posters and postcards will be available for distribution in five languages, as well as T-Shirts.

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