



For Immediate Release

Contact: Leisa Wiseman
(850) 425-2749
wiseman_leisa@fcadv.org

**Florida Coalition Against Domestic Violence unveils new mascot and public awareness campaign
Darby Against Domestic Violence**

The golden retriever puppy will document her journey online to raise awareness, educate, and support programs to end domestic violence

Tallahassee, Fla., Monday, May 11, 2015 – The Florida Coalition Against Domestic Violence (FCADV) is pleased to announce a new addition to the FCADV family. Darby is an adorable golden retriever, whose mission is to raise awareness about domestic violence and the interconnection of animal abuse. This new public awareness campaign – [Darby Against Domestic Violence](#) will serve as the launch of a cutting edge online journey that will increase awareness of the services and programs offered by FCADV and Florida's 42 certified domestic violence centers while providing the opportunity to interface with Darby and increase resources to combat this hideous crime.

“The addition of Darby allows our organization to expand its education efforts to a broader spectrum of Floridians, via social media, about the impact of domestic violence on our families, including our beloved pets,” said Tiffany Carr, President and CEO of FCADV. “Darby’s journey will raise awareness of existing programs and our new endeavors geared towards ending domestic violence.”

While engaged in her mission to educate others about the impact of domestic violence, Darby will have fun along the way by sharing photos and the details of her daily life as a dog fighting against domestic violence. The campaign launched via popular social media channels [Facebook](#) and [Twitter](#) with additional information about the new program available on the [FCADV website](#).

While Darby's journey will have light moments, her mission is very serious. A woman is battered every 15 seconds in this country and each day an average of three victims will die at the hands of a current or former partner. In a one-year period in Florida, there were 187 deaths as a result of domestic violence representing approximately 19 percent of all homicides in the state.

The interconnection of domestic violence and animal abuse is documented through the American Humane Association, which reports that 71 percent of women entering emergency shelters indicated that the abuser had injured, maimed, killed or threatened family pets for revenge or to psychologically control victims. And between 25 to 40 percent of battered women delay leaving abusive situations in fear for the safety of their animals.

While several of Florida's domestic violence centers have kennels and partnerships with local vets, FCADV embodies a goal to help generate funds to supplement these efforts and ensure all survivors have the ability to flee a violent home with their animal companions.

For more information about FCADV and Darby Against Domestic Violence, please visit <http://www.fcadv.org>.

About the Florida Coalition Against Domestic Violence

FCADV serves as the professional association for Florida's 42 certified domestic violence centers and is the primary representative of survivors and their children in the public policy arena. The Coalition works to end violence by providing leadership, advocacy, education, training, technical assistance, public policy development, public awareness and support to certified domestic violence centers in Florida.

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