

# 4 THE CAUSE MARKETING & CONSULTING

PRESENTS 'CAUSE MARKETING' IN THE NEWS...

## White Limo Escort to support Students Ending Dating Violence



**All Points Limousine is a woman-owned company that is “Changing an Industry and Changing the World, One Trip and One Driver at a Time.”** In addition to providing a “White Limo Escort to White Ribbon,” All Points provides all of its drivers with a unique Passenger Protection Training Program, is partnering with colleges and universities to provide *safe and reliable club and airport transportation for students*, and supports Employers Against Domestic Violence.

All Points Limousine owner *Becky Laramee* (4<sup>th</sup> from left) is joined by (from l-r) her driver Danny, TOPICS Adviser David Roth, Robin of Lia Sophia by Robin Connors & TOPICS student directors to kick-off the White Ribbon Campaign for 2011. Thanks to All Points Limo, TOPICS students will be attending the official Massachusetts Statehouse event in Boston the morning of March 3 along with 2011 White Ribbon Day co-chairs Congressman Bill Delahunt & Michael Weekes, president/CEO of the Providers Council, and Gov. Deval Patrick, honorary chair of the 2011 White Ribbon Day Campaign.

# **Clark University student group to host official White Ribbon Day observance, in Worcester, from 6-8pm, on March 3, 2011**

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## **Sentinel & Enterprise**

Thursday, January 20, 2011

BOSTON -- Jane Doe Inc., The Massachusetts Coalition Against Sexual Assault & Domestic Violence, has announced that Clark University TOPICS has been chosen as host of the Official 2011 Regional White Ribbon Day Evening Observance. The event, *which is open to all who are interested in ending sexual assault, domestic violence and dating violence*, **will be held from 6 to 8 p.m., March 3, in Clark University's Tilton Hall in Worcester.**

The **Massachusetts White Ribbon Day** is associated with the International White Ribbon Campaign. The White Ribbon Campaign was created by a handful of Canadian men in 1991 on the second anniversary of one man's massacre of 14 women in Montreal. They began the White Ribbon Campaign to urge men to speak out against violence against women. Today, it is a worldwide campaign in more than 55 countries that has collected well over 5 million signatures.

**TOPICS** is a Clark University student-led group offering peer training, outreach, prevention, intervention, counseling and support.

Helping to make this event possible are:

\* Co-hosts: **The Rape Crisis Center of Central Massachusetts & Males Advocating Change.**

\* Principal sponsors: **4 The Cause Marketing & Consulting - sponsor of Martha's Cause: A Woman of Valor Initiative to End Sexual Assault & Domestic Violence; Lia Sophia by Robin Connors – sponsor of Robin Connors Angels, All Points Limousine, and The Total You.**

Thanks to **All Points Limousine**, Topics students will be attending the official Massachusetts Statehouse event in Boston the morning of March 3 along with 2011 White Ribbon Day co-chairs **Congressman Bill Delahunt** and **Michael Weekes**, president and CEO of the Providers Council, and **Gov. Deval Patrick**, honorary chair of the 2011 White Ribbon Day Campaign.

Institutions, organizations and individuals interested in being a part of this event should contact the Topics student directors at [Topics@clarku.edu](mailto:Topics@clarku.edu) or Topics adviser David M. Roth at 978-340-0486 or [David.Roth@alumni.clarku.edu](mailto:David.Roth@alumni.clarku.edu) For information on the White Ribbon Campaign, visit [www.janedoe.org/whiteribbonday2011](http://www.janedoe.org/whiteribbonday2011).

IF YOUR BUSINESS WOULD ALSO LIKE **2** DO WELL AND **2** DO GOOD...

Contact **4** THE CAUSE @ 978-340-0486 or [DavidRoth@4TheCauseMarketing.com](mailto:DavidRoth@4TheCauseMarketing.com)