

FOR IMMEDIATE RELEASE: MONDAY, MAY 16, 2011

Sexual violence conference to launch provocative new campaign

*Ottawa—As part of activities to mark Sexual Assault Awareness Month, Crime Prevention Ottawa, the Ottawa Rape Crisis Centre and the Ottawa Coalition to End Violence Against Women will unveil new research and a campaign targeting young men and women at the *Building Prevention: Sexual Violence, Youth and Drinking* conference on Thursday, May 19, 2011. The “Don’t Be That Guy” campaign is a collection of thought-provoking posters to be distributed to Ottawa-area bars and places where young people go. The posters are designed to raise awareness among young people about drinking and sexual violence.*

Details are as follows:

*Where: Ottawa City Hall, 110 Laurier Avenue, Andrew Haydon Hall
When: Thursday, May 19, 2011 at 9:30 a.m.*

*University of Ottawa Criminology Professor Holly Johnson will also be on hand to present the research project entitled, *Building Prevention: Sexual Violence, Youth and Drinking*. The Ottawa-based study explores effective prevention strategies and examines what does and does not work to prevent alcohol-related sexual violence.*

*For more information about the *Building Prevention* research project and other community safety issues, please visit our website at www.CrimePreventionOttawa.ca.*

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