

## AUSTIN BAND AND NONPROFIT PARTNER TO LAUNCH CAMPAIGN IN SUPPORT OF SEXUAL ASSAULT AWARENESS MONTH

### *The Mrs and SAFE Encourage the Public to Join in a National Campaign to Increase Awareness Regarding Sexual Assault, Exploitation, Child Abuse and Domestic Violence*

AUSTIN, TX, APRIL 5, 2016 -- Austin-based, all-female band [The Mrs](#), announced today a unique partnership with [SAFE](#), a local nonprofit working to end sexual assault and exploitation, child abuse, and domestic violence. The Mrs' newest song and music video, "Draw the Line," will serve as the primary tool for awareness and fundraising. All proceeds from the new track will go directly to SAFE.

The collaboration is aligned with Sexual Assault Awareness Month (#SAAM) as "Draw the Line," is intended to start a powerful and purposeful new conversation about domestic violence and sexual assault. In addition, Mayor Steve Adler will present [The Mrs](#) and SAFE with an official proclamation declaring April 8th, "Draw the Line" Day to commemorate the powerful message behind the campaign.

Comprised of five women on a mission to create music that champions women's issues and causes change, The Mrs is more than a musical group, they write music with purpose. They made waves with their first big hit, "[Enough](#)" and the documentary style video which garnered 5.3 million views on YouTube, "[Magic Mirror](#)." "Draw the Line" expands on those efforts and takes the band to new heights.

Andra Leimandt, Founder and Drummer of The Mrs, stated, "We formed The Mrs to be a voice of support for all women and empower them to believe they are enough. This song, "Draw the Line," is truly an expression of hope and community awareness to bring light to those suffering from abuse or neglect at any level, and to let them know they are not alone. The goal of the song is to give victims and anyone who witnesses abuse a battle cry to draw the line."

"Everyone can draw the line against abuse, in their own lives or by reaching out to loved ones who may need help," SAFE Chief Development Officer Angela Globe said. "When survivors hear this song, we hope they feel supported and know there's a safe place to get help. We also hope the song encourages those who see abuse to reach out and support survivors in their communities."

The statistics surrounding sexual assault of women, child abuse and domestic violence are startling:

- Every nine seconds a woman is assaulted or beaten in the US
- 3 million reports of child abuse are made every year
- 1 in 3 women and 1 in 4 men experience violence from their partners in their lifetimes.
- 1 in 3 teens experience sexual or physical abuse or threats from a boyfriend or girlfriend in one year.
- 1 in 5 women are survivors of rape.
- 1 in 2 women and 1 in 5 men have experienced some form of sexual violence in their lives.
- 1 in 4 women and 1 in 6 men were sexually abused before the age of 18

Through the release of their incredibly moving new song and video, The Mrs invites people around the world to “**Draw the Line**” together by joining the band in a social media campaign, using the hashtag #DrawTheLine to create a ripple effect of awareness. For more information on The Mrs, to purchase the song, “Draw the Line” or to view the video, please visit [www.TheMrs.com](http://www.TheMrs.com).

## **ABOUT THE MRS**

[The Mrs](#), an all-female rock band from Austin, TX, came together against the odds to create songs about themes from their lives and make unique music that’s meant to inspire women of all ages. They are a band on a mission, using their music as a vehicle to change the negative voice in women’s heads and empower them to end the epidemic of self-doubt that’s crippling women on a global scale. In the process, they’ve started a movement with the groundswell of interest in the band’s highly successful first music video "Enough" which challenged women to look in the mirror and see their beauty through the eyes of their loves ones. The video soared to five million YouTube views and spread the band’s message that *every woman is enough just as she is*.

## **ABOUT SAFE**

Pursuing a vision of a just and safe community free from violence and abuse, the SAFE Alliance's mission is to lead in ending sexual assault and exploitation, child abuse, and domestic violence through prevention, intervention, and advocacy for change. Founding partners are Austin Children’s Shelter and SafePlace.

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