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**CCADV KICKS OFF DOMESTIC VIOLENCE AWARENESS MONTH
WITH FILM SCREENING AND DISCUSSION ON OCTOBER 6, 2014**



[Denver] – October 4, 2014 – The Colorado Coalition Against Domestic Violence (CCADV) kicks off Domestic Violence Awareness Month with an event scheduled for Monday, October 6, 2014 at 6:30pm at the Crossroads Theater in the Five Points Neighborhood in Denver.

The goal of this year's DVAM efforts is raise awareness about how the portrayal of intimate relationships in mainstream media (focusing on film) influences society's perceptions about what the "norm" is in a relationship, often depicting unhealthy relationship behaviors in film as romantic or desirable. We hope to call attention to how intimate relationships are presented and give audiences tools to identify characters' entitlement and misuse of power. The goal is to be able to enjoy movie watching, while also thinking critically about the messages we're receiving and understand how media messages shape our culture and society, our individual actions, and the way we view ourselves and others.

The CCADV Kickoff Event, a film screening followed by a discussion, will highlight this goal. CCADV staff members Beth Collins and Kristiana Huitron will facilitate the discussion about the movie, "Stuck in Love" (presented with licensing permission from Swank Films). The event is open to the public, with a suggested \$10 donation at the door, and light refreshments will be served.

For more information about this year's DVAM tools and activities, including an At Home Film Screening Kit, downloadable posters, and how to get involved in a social media awareness campaign, visit: <http://ccadv.org/be-involved/dvawarenessmonth>.

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About CCADV: Through training, technical assistance, resources and support, the Colorado Coalition Against Domestic Violence (CCADV) helps build the capacity of domestic violence program members and allied professionals to meet the needs of the survivors and communities they serve. CCADV increases safety and support for survivors by engaging in policy and systems change, participates in and builds coalitions to create change through a collective voice, and serves as Colorado's center for reliable resources on issues related to domestic violence. To learn more about CCADV, please visit www.ccadv.org.