

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

Teen Pregnancy Prevention Efforts to be Reported at Upcoming Luncheon

Background: In March of 2006, United Way of Greater Milwaukee released a groundbreaking new report on the state of teen pregnancy in our community. After studying the issue for over a year, the report, *If Truth be Told*, exposed the stark realities of teen pregnancy, including its relationship to poverty and sexual victimization. It offered with nine recommendations that included a public awareness campaign, and a targeted approach toward involving the business, funding and youth-serving communities.

WHAT: Co-Chairs and members of the Teen Pregnancy Prevention Oversight Committee along with the founder of SERVE Marketing will:

- 1) Review progress made in the past year and preview upcoming plans for 2007-2008
- 2) Offer an exclusive preview of upcoming provocative radio and television public service announcements

WHO:

Betsy Brenner,
Co-Chair of the Teen Pregnancy Prevention Oversight Committee and
Publisher of the Milwaukee Journal Sentinel

Gail Lione,
2007 Women's Initiative Co-Chair and
Vice President, General Counsel & Secretary of
Harley-Davidson, Inc.

Bevan Baker,
Co-Chair of the Teen Pregnancy Prevention Oversight Committee and
Health Commissioner, City of Milwaukee

Gary Mueller,
Founder, Serve Marketing
Executive Vice President and Creative
Director, BVK Advertising

Mayor Tom Barrett
Member of the Teen Pregnancy Prevention Oversight Committee and
Mayor, City of Milwaukee

Mary Alice Tierney
Teen Pregnancy Prevention Public Relations
Sub-Committee and
Vice President of Communications for Aurora
Health Care

WHEN: Tuesday, April 24
Noon – 1:30 p.m.

WHERE: Italian Community Center
631 East Chicago Street, Milwaukee

MEDIA ATTENDANCE:

To attend the luncheon, please contact Sandie Talbot at 263-8132 or 698-7385

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OPEN TO PUBLIC? Yes. Attendance was around 500 people, a nearly sell-out crowd.

INTERVIEW OPPORTUNITIES:

All interviewees will be attending the luncheon and interviews can be scheduled following the event. Please contact Sandie Talbot via cell at (414) 698-7385 to schedule.

ORGANIZATION

INTERVIEW SUBJECT

City of Milwaukee Health Department

Overall progress of Teen Pregnancy Prevention Oversight Committee

SERVE Marketing

Upcoming Sexual Violence Radio Ads and Teen Pregnancy Television Advertisements

United Way of Greater Milwaukee

Funding collaborative, United Way teen pregnancy prevention programming and results

Task Force on Family Violence

Sexual Violence Subcommittee

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