

Nov 7, 2008

## When Americans Give Respect, Geoffrey Beene Gives Back™ with a \$500,000 Challenge to Help End Abuse

*Leading designer menswear brand supports the Family Violence Prevention Fund's RESPECT! Campaign<sup>SM</sup> to encourage Acts of Respect on [GiveRespect.org](http://GiveRespect.org).*

San Francisco - The Family Violence Prevention Fund (FVPF) -- the nation's leading organization working to prevent domestic, dating and sexual violence and protect adult and child victims - has teamed up with Geoffrey Beene Gives Back™ to offer Americans a novel way to give back to a great cause during challenging economic times.

In support of the RESPECT! Campaign<sup>SM</sup>, Geoffrey Beene Gives Back™ today announced that starting on Monday, November 10, it will donate \$5 to the FVPF every time individuals offer an "act of respect" on the campaign's site, [GiveRespect.org](http://GiveRespect.org), up to a total \$500,000 through December 31.

Acts of Respect dignify the individual, families, communities, and in this case, help a worthy cause. Site visitors can take part by donating and be matched, or giving respect in a number of cost-free ways like signing the online declaration of respect, sending an e-mail or celebrity voicemail to tell a friend about the campaign, or listening to the rally speeches and pressing their exclamation key to applaud the speaker. Each of these will result in a \$5 donation.

"Respect is an essential building block for healthy families and communities and strong societies. Today, most people sympathize with victims of domestic violence, and with children who witness violence in their homes, but few know what to do to help. Giving respect is something everyone can do to be part of the solution," said Esta Soler, Founder and President of the FVPF.

"At Geoffrey Beene, we believe everyone has a right to a life free from violence. For too long, these issues have been largely hidden from public view as millions of women, children, and men suffered alone in silence" said Geoffrey Beene Chairman and CEO, G. Thompson Hutton. "We are proud to be a catalyst in support of the FVPF that encourages individuals everywhere to practice acts of respects to help prevent family violence."

By joining forces with founding national partner Macy's and Geoffrey Beene Gives Back™, the Family Violence Prevention Fund hopes to advance a new national conversation about the everyday ways in which everyone can be part of the solution to end abuse.

"One in three women worldwide<sup>1</sup> and countless families across this country experience domestic violence, sexual assault, and child abuse. People want to participate, they want to help solve these devastating social problems but too often they don't know what they can do to help," Soler added. "We are so grateful to Geoffrey Beene for joining this Rally for Respect and making it possible for everyone to give back with just the click of a mouse."

Geoffrey Beene Gives Back™ has also offered a \$500 Geoffrey Beene "Dress Up The Man You Respect" shopping spree at Macy's. Details are available at [www.GiveRespect.org](http://www.GiveRespect.org).

Funds raised from the RESPECT! Campaign will support education, awareness and training programs that prevent and end family violence by building strong, healthy families and communities.

Visit [GiveRespect.org](http://GiveRespect.org) today through December 31, 2008, to join the rally and add to the Geoffrey Beene Gives Back™ donation.

## About the Family Violence Prevention Fund (FVPF)

For more than two decades, the [Family Violence Prevention Fund](http://FamilyViolencePreventionFund.org) has been one of the world's leading organizations working to prevent violence against women and children. Instrumental in developing the landmark *Violence Against Women Act* passed by Congress in 1994, the FVPF remains at the forefront of breaking new ground by reaching and working with new audiences including men and youth, promoting leadership within communities to ensure that violence prevention efforts become self-sustaining, and transforming the way health care providers, police, judges, employers and others address violence.

## About Geoffrey Beene, LLC

[Geoffrey Beene](http://GeoffreyBeene.com), an American fashion icon and design pioneer for women and men, is also in the philanthropic forefront with Geoffrey Beene Gives Back™. All net profits from Geoffrey Beene, LLC are donated to support critical causes. Ranked in the top "Slate 60" for philanthropy, Geoffrey Beene has committed \$140 million to causes from Cancer Research, Alzheimer's and Heart Disease to Educational Scholarships, Programs to Protect Women and Children and Animal Welfare. [www.geoffreybeene.com](http://www.geoffreybeene.com)

*1 Heise, L., Ellsberg, M. and Gottemoeller, M. Ending Violence Against Women. Population Reports, Series L, No. 11., December 1999*