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## MEDIA ALERT

- What:** "Stand Up and Be Counted" – a UMass Amherst White Ribbon Campaign event. Led by Massachusetts Lieutenant Governor Timothy Murray, more than 100 men and boys will take a public pledge to never commit, condone or remain silent about men's violence against women.
- When:** Sunday, Feb. 22.  
The event takes place at halftime during the UMass – Rhode Island women's basketball game; game time is 1 p.m. CBS College Sports is televising.
- Where:** Center court at the Mullins Center arena University of Massachusetts Amherst
- Contact:** Tom Schiff, Ed.D., UHS Health Education, (413) 577-5181; [tschiff@uhs.umass.edu](mailto:tschiff@uhs.umass.edu)
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**What else:** The White Ribbon Campaign is the largest effort in the world of men working to end violence against women. The initiative started in 1991 with more than 100,000 Canadian men; today, campaigns are active in over 55 countries. Learn more at [www.whiteribbon.ca](http://www.whiteribbon.ca).

Lieutenant Governor Timothy Murray chairs the state Governor's Council to Address Sexual Assault and Domestic Violence. The group reformed in 2007 under executive order of Gov. Deval Patrick; its charges include providing guidance for law enforcement, victim protection and support efforts; and helping reduce violence through education and awareness

Admission to the game is free for UMass Amherst undergraduates; \$2 for UMass Amherst graduate students; and \$4 for adults.