



FOR IMMEDIATE RELEASE
October 3, 2016

MEDIA CONTACT
Kaysha Rajani
Director of Development and Communications
Phone: 559.487.1313
Email: kaysha@mmcenter.org

**Marjaree Mason Center Partners with Community to Raise Awareness of Domestic Violence
Through “#MakeupFreeforMMC” Social Media Campaign.**

Fresno, CA (October 3, 2016) – The Marjaree Mason Center, Fresno County’s only dedicated provider of domestic violence shelter and support services, is launching a social media campaign throughout the month of October in recognition of Domestic Violence Awareness Month.

The #MakeupFreeforMMC initiative was developed by an agency employee, as she noticed that women affected by domestic violence will often cover the signs of physical abuse with makeup, and even cover the emotional, mental and other forms of abuse too by hiding their feelings and making others believe everything is fine. Maybe they feel embarrassed about being a victim of domestic violence, they might think it was a one-time occurrence and the abuser won’t do it again, or perhaps they are worried their abuser will hurt them more if they tell others. Whatever the reason may be, this campaign aims to uncover the abuse, encourage women to be proud of themselves for who they are, spread awareness of domestic violence in our community and let others know about the resources that are available to them, such as the Marjaree Mason Center.

October is National Domestic Violence Awareness Month, and in recognition of that, the Marjaree Mason Center would like to invite all women to participate in their #MakeupFreeforMMC campaign. During the month of October, simply take a photo of yourself without makeup on and post it on your social media page with #MakeUpFreeforMMC and then tag three friends to participate. To further support the cause, you can make a donation by texting “GIVE” to 599.512.7780 or visiting our website at mmcenter.org.

Nicole Linder, Executive Director for the Marjaree Mason Center says “it’s vital to raise awareness of domestic violence in our community. By coming together, we can save lives. #MakeupFreeforMMC is a fun way for women to encourage and empower each other while raising funds for continuing Marjaree Mason Center’s critical role in supporting those affected by domestic violence.”

Many women have already committed to participate in the campaign, including Fresno County District Attorney, Lisa Smittcamp; Fresno County Sheriff, Margaret Mims; Miss America 2015 and Top Ten Awards Keynote Speaker, [Kira Kazantsev](#); Author of [Life with Greyson and Parker](#) blog, Chrissy Kelly; [Fresno State’s Cross Cultural and Gender Center](#) and First Lady, Mary Castro; [Chef Shayna](#) Telesmanic, owner of Young Chef’s Academy and Author of [The Real Housewife of Fresno](#) blog, Annie Foreman.

All community members are encouraged to participate in this campaign and as well as other Domestic Violence Awareness Month activities which are happening throughout October. Keep up with the latest news and events on Marjaree Mason Center’s website blog or social media channels.

About Marjaree Mason Center:

For over 35 years, the Marjaree Mason Center (MMC) has offered shelter and support services to victims of domestic violence in Fresno County. Currently, the Center operates the county's only dedicated provider of domestic violence shelter and support services, including education for victims and youth. The Center was founded in 1979 after the murder of Marjaree Mason, a native of Easton. A graduate of Washington High School and Reedley College, Marjaree lived in Fresno for 31 years and was well known in the community. The Marjaree Mason Center supports and empowers adults and children affected by domestic violence, while striving to prevent and end the cycle of abuse through education and advocacy. To contact MMC, call the business center at 559.237.4706 or visit online at mmcenter.org, [Facebook](#), [Instagram](#), [Pinterest](#) or [Twitter](#). For emergency assistance, call the 24-hour confidential hotline at 559.233.HELP (4357).

###