



MEDIA ALERT
For Immediate Release

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“RALLY FOR ABSTINENCE” TO BE HELD FRIDAY, MAY 15, 2009

Mayor Barrett and hundreds of Milwaukee parents, teens and community advocates will come together to celebrate National Month to Prevent Teen Pregnancy

WHO: Hundreds of Milwaukee youths, parents and community members will gather at the 23rd Annual Rally for Abstinence hosted by Rosalie Manor Community & Family Services.

WHAT: Rosalie Manor will launch its latest campaign, “*Until I Say I Do, I Don’t*,” encouraging teens to choose abstinence from all negative risk behaviors, and remain positive and healthy in the midst of societal and peer pressures.

The lively event will focus on this new theme and feature a variety of speakers and entertainment to promote positive choices, healthy relationships and proactive parenting as well as tolerance and peace. In addition to live music, dance performances and motivational speakers, Rosalie Manor will host a free lunch and fair.



WHEN: May 15, 2009, 9:45 a.m. to 2:00 p.m.

- 9:45 am Participants gather at City Hall
- 10:15 am **Mayor Tom Barrett** kicks off rally and march
- 10:30 am Lucky Diop and the Senegalese drummers lead the march to Cathedral Square Park
- 10:50 am Rosalie Manor’s new Executive Director, Don Shane welcomes attendees and introduces Master of Ceremonies, LaShawndra Vernon
- 11:15 am Darryl Davidson, City of Milwaukee Health Dept., makes an announcement
The “*Until I Say I Do, I Don’t*” video contest (Videofest 09) and website, www.UntilISay.com, is introduced
- 11:30 am Entertainment Line-up Begins:
 - Remix Dance Group
 - Fiery Phoenix

- Zeta Phi Beta Sorority, Inc. Steppers
 - Running Rebels Music Department
 - Kassumai West African Drumming Troupe
 - Professional Roller Skating Performance
- 12:30 pm Balloon Release
Recognizing the African and Latino Americans infected with HIV/AIDS
- 12:40 pm Free lunch and fair begins

WHERE: Gathering at **City Hall**, 200 E. Wells St. Milwaukee, WI 53202, marching to Milwaukee's **Cathedral Square Park**, 520 E. Wells St. Milwaukee, WI 53202 for the rally event and free lunch and fair.

WHY: **ABSTINENCE UNTIL MARRIAGE**
The event's goal is to raise awareness among our teens and their parents about the benefits of **abstinence until marriage**. While teen births for ages 15 to 17 declined in 2007, teen births for ages 18 to 19 increased – maintaining Milwaukee's consistent ranking among the top in the nation for the highest percentage of total teen births.

PREVALENCE OF STIs
Startling and steadily increasing instances of STIs (sexually transmitted infections) among our youth, along with teen pregnancy, persists as a public health crisis in our community and continues to be a devastating social and financial burden on all of our citizens.

MIXED MESSAGES
In the face of increasingly confusing messages in the media and entertainment world about sexuality, along with relentless peer pressure our kids face daily, this event will encourage teens to declare, "**Until I Say I Do, I Don't**" – which is the only sure way those statistics will change for the better.

ABSTINENCE EDUCATION
Organizers will spend the day educating youth on the importance of abstinence from risky behaviors including sexual activity outside of marriage, violence, and alcohol and drug abuse.

NATIONAL TEEN PREGNANCY PREVENTION MONTH
The "Rally for Abstinence" coincides with National Teen Pregnancy Prevention Month and the 23rd anniversary of Rosalie Manor's Families United to Prevent Teen Pregnancy program.

CONTACT: For more information, please contact Dawn Groshek, Rosalie Manor, at 414-449-2868, ext. 202.

FLYER: **Support Milwaukee's youth who are making positive choices. A printable event flyer is available at <http://www.rosaliemanor.org/events/2009RallyFlyer.pdf>.**

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About Rosalie Manor: Part of the Milwaukee community for 100 years, Rosalie Manor Community & Family Services is a nonprofit organization that works to reduce the incidence of child abuse and teen pregnancy. For more information about the "**Until I Say I Do, I Don't**" abstinence campaign or other Rosalie Manor programs, please contact Dawn Groshek at 414-449-2868, x 202 or via email at d.groshek@rmcfs.org, or visit the abstinence website, **due to launch May 15, 2009**, at www.UntilISay.com.

PHOTOS & CAPTIONS:



Rally 1:

“Rally for Abstinence Celebrates 23 Years”

Each year Milwaukee teens participate in the annual march to promote abstinence from sexual activity, gangs, drugs and alcohol.

(Circa late 1980s)



Rally2:

“Just Say No to Teen Pregnancy”

During the first Rally for Abstinence, teens created and carried signs (like this one) and banners. Today, marching teens and parents adorn professionally designed signage, banners and t-shirts.

(Circa late 1980s)

RELATED LINKS:

- **National Teen Pregnancy Prevention Month**
<http://www.thenationalcampaign.org/>
- **Rosalie Manor Community & Family Services**
<http://www.rosaliemanor.org>
- **City Hall; location and parking**
<http://www.parkmilwaukee.com/destinations/46-city-hall>
- **Mayor Tom Barrett**
<http://www.city.milwaukee.gov/display/router.asp?docid=306>
- **Cathedral Square Park; location and parking**
<http://www.parkmilwaukee.com/destinations/46-city-hall>
- **Lucky Diop**
<http://luckydiop.com/biography.html>
- **Executive Director, Don Shane**
http://www.rosaliemanor.org/about_us/staff.html
- **Master of Ceremonies, LaShawndra Vernon**
<http://www.linkedin.com/pub/6/796/2b3>
- **Remix Dance Group**
<http://www.imeem.com/groups/QMn-bd22/video/BnM1ONFn/remix-dance-company-milwaukee-dance-video/>
- **Fiery Phoenix**
<http://www.ourstage.com/fanclub/fireyphoenix777>
- **Running Rebels Music Department**
<http://www.youtube.com/RunningRebelsMilw>
- **Kassumai West African Drumming Troupe**
<http://luckydiop.com/kassumaitroupe.html>

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