



EAU CLAIRE AREA HMONG MUTUAL ASSISTANCE ASSOCIATION, INC.

423 WISCONSIN STREET, EAU CLAIRE, WI 54703 PH: 715.832.8420

We strive to assist our communities and our cultures to become socially, educationally and economically empowered by: promoting leadership and educational advancement, enhancing economic development and self-sufficiency, strengthening the health and well-being of families, and promoting and preserving traditional culture, customs and rituals.

FOR IMMEDIATE NEWS RELEASE

March 29, 2016

Be the Light Campaign

The Eau Claire Area Hmong Mutual Assistance Association is working with the Hmoob Cultural & Community Agency (LaCrosse) and the Hmong American Women's Association (Milwaukee) to relaunch the *Be the Light Campaign* to spread the awareness of Sexual Assault and provide support to victims and survivors.

Be the Light was created by the Hmong American Women's Association to engage our community in creating much needed alternatives to the victim blaming and shaming that survivors of sexual assault experience which often make them feel voiceless, hopeless, and exiled. We hope that you will join us in this campaign to re-build our community to support survivors. Because those who blame and shame victims, do not represent the love in our community.

Let us come together as one to express love, to feel love, and to be loved. Let us come together to challenge and transform the toxic conditions of those impacted by sexual assault in our community. Together, we can create moments where survivors feel safe, supported, and validated. For it is in these moments, that movements are created.

Please express to survivors of sexual assault well wishes you may have for them and/or provide encouraging and supportive messages.

Ways to be involved:

1. Write a letter or message to survivors
2. Take a selfie with your message
3. Create a video message.

Messages will be shared on Social Media and at the agency.

Please submit your messages to haopaylee@ecahmaa.org or

ATTN: HaoPay Lee
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