

SAVING PROMISE CAMPAIGN

A Promise for Change

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Award Winning Author L.Y. Marlow and Story of Four Generations of Domestic Violence Featured in the May Issue of Ebony Magazine

Washington, DC—April 16, 2009—Award-Winning Author and Founder of the Saving Promise Campaign, L.Y. Marlow's story is featured in the May issue of *Ebony Magazine*. A woman whose family has suffered four generations of domestic violence and abuse, Ms. Marlow is making great strides in her efforts to be the voice for change.

Through the Saving Promise Campaign, the movement aims to make domestic violence a national priority. With the subject at the forefront, Ms. Marlow has recently been featured on *FOX News*, *CBS WUSA News*, the *Michael Baisden Show* and many other radio programs.

"Heart disease, breast cancer and domestic violence are among the number one killers of women. Go Red for Women and Susan G. Komen for the Cure have both launched successful brands to raise social consciousness about heart disease and breast cancer, respectively. To date, no such brand exists for domestic violence," says L.Y. Marlow. "The Saving Promise Campaign will implement a brand strategy with the 'butterfly' serving as its brand identity to build national recognition and social consciousness about domestic violence."

A product of teen pregnancy, L.Y. Marlow grew up in one of the most drug and crime infested projects in Philadelphia before escaping an abusive relationship that almost took her life and the life of her unborn child. Later, she put herself through 16+ years of night school (sometimes with baby in tow) to earn multiple degrees including an MBA which landed senior level positions in Corporate America. It wasn't until she discovered that her daughter and granddaughter named Promise were trapped in an abusive relationship that inspired her to launch the Saving Promise Campaign.

Little Promise is not alone. Over 30 million continue to live in abusive situations. During times of economic downturn, financial hardship is a contributing factor to an increase in domestic violence incidents.

About Color Me Butterfly

L.Y. Marlow's award-winning *Color Me Butterfly* tells the poignant and endearing story of four generations of mothers and daughters; a true story of her grandmother, her mother, herself and her daughter, and the impact domestic violence and abuse has had on her family for more than sixty years. Visit www.colormeibutterfly.com and www.savingpromisecampaign.org to learn more.

For more information about L.Y. Marlow and the Saving Promise Campaign or to schedule an interview, please contact Suzanne Klein at 703-475-4644 or suzannekw@verizon.net