

# IPHONE APP TO PREVENT SEXUAL ASSAULT LAUNCHES NATIONWIDE

Circle of 6 Endorsed by White House & Top Universities, Users Pledge to Stop Violence

**March 20, 2012 (New York, NY) – Circle of 6**, winner of the White House “Apps Against Abuse” Technology challenge launched by Vice President Joe Biden and HHS Secretary Kathleen Sebelius, launches today nationwide as a groundbreaking mobile phone application designed to prevent sexual assault and dating violence among young adults.

Dating violence and sexual assault are widespread problems among young women, with nearly 1 in 5 reporting assault while in college. With only two taps, **Circle of 6** connects users threatened with possible sexual assault and abuse to a network of trusted friends, using GPS technology, anti-violence online resources, and a commitment to support each other: “I won’t let violence happen in my circle.” Anti-violence resources, **Circle of 6** video, and iPhone download is available at [circleof6app.com](http://circleof6app.com).

Said Vice President Biden, “Thanks to the creativity and vision of these developers, young men and women now have a new line of defense against violence in their lives.”

“College students today live on their mobile phones, and they move in tight-knit online and offline social networks,” said Nancy Schwartzman, **Circle of 6** co-creator and Executive Director of The Line Campaign, Inc. “**Circle of 6** is a tool that meets young people where they are and offers concrete strategies for supporting each other, whether safety threats are coming from intimate relationships or potentially dangerous social situations.”

**Circle of 6** evolved from candid conversations with students across the country on how consent, dating culture, and rape affect their lives and what strategies have proven most effective in preventing violence.

“Talking about sexual violence can be very difficult. As a health educator, I’ve seen that it’s often easier for people to reach out for help from behind a screen. **Circle of 6** offers a free way to stay safe and support your campus community, with the ease of a few clicks on a smart phone,” said co-creator Deb Levine, **Circle of 6** co-creator and Executive Director and Founder of Internet Sexuality Information Services, Inc. (ISIS).

## **Circle of 6 is already having an impact:**

- Nearly **7,000 people downloaded** the **Circle of 6** app within days of its availability online, and thousands of young men and women have taken a pledge on Facebook to stop dating violence on their campuses as part of a strategy to raise awareness and transform a culture of bystanders into a culture of accountability: “Publicly we ask that everyone take the pledge to stop violence before it happens. Privately, we ask that you look out for each other.”
- **Circle of 6** will be a part of **ongoing efforts from the The White House** to help schools, colleges and universities better prevent and respond to sexual assault, through Vice President Biden’s #1is2Many project and HHS’ Open.gov initiatives. [www.hhs.gov/open](http://www.hhs.gov/open)
- Several **colleges are onboard** to engage **Circle of 6** on campus to prevent dating violence and sexual assault, including UT Austin, Longwood (VA), Laramie WY, University of Virginia, Louisville, Amherst and New School.
- **Circle of 6** is being **featured as a critical tool against sexual assault in Cosmo Magazine’s** April issue as part of their yearlong campaign fighting campus rape. **Circle of 6** has also appeared in The New York Daily News, Marie Claire, MTV, the Christian Science Monitor, and the Cult of Mac Blog, among other publications.

**Circle of 6** creative team includes mobile and women’s health expert Deb Levine ([isis-inc.org](http://isis-inc.org)), filmmaker and violence prevention specialist Nancy Schwartzman ([whereisyourline.org](http://whereisyourline.org)), award-winning designer Thomas Cabus ([thomascabus.com](http://thomascabus.com)), and MIT-trained app developer Christine Corbett Moran ([kliq.in](http://kliq.in)).

More information and updates are available on twitter [@Circleof6app](https://twitter.com/Circleof6app) and download at [www.circleof6app.com](http://www.circleof6app.com).  
For press interview contact [media@circleof6app.com](mailto:media@circleof6app.com).