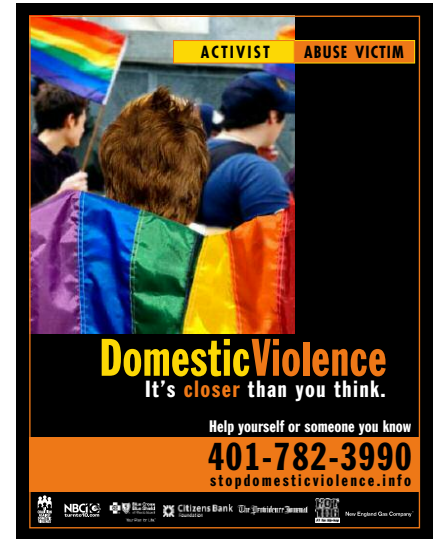
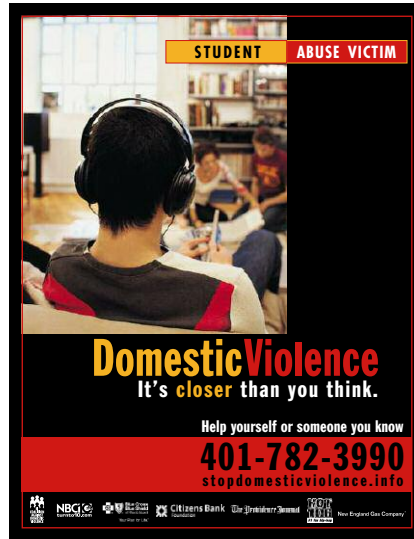




BUS TAILS

POSTERS



BILLBOARDS



The purpose of the Rhode Island Coalition Against Domestic Violence is to eliminate domestic violence in Rhode Island. The Rhode Island Coalition is a model for domestic violence organizations throughout the country.

The Link Agency has worked with the Rhode Island Coalition Against Domestic Violence since 2003 creating integrated public awareness campaigns that are used for Domestic Violence Awareness month, each October. The campaigns begin each year with a state-wide press conference, followed by an extensive advertising, PR and grass roots campaign done in up to five languages. Campaign elements include: TV, radio outdoor, bus and print advertising, PSA's, various press events and partnering with community organizations such as Post office, Banks, schools and local businesses to distribute brochures, palm cards and other promotional materials.

The results from the campaign are quite positive including huge press coverage all month, up to 400% increased calls to the hotline and increased funding from corporate sponsors. In addition, many other states have utilized the campaigns created by The Link Agency to increase Domestic Violence awareness across the country.