

ATASK/BU Press Release

ATASK Partners with CDIABU on Digital Video PSA

April 23, 2009 - BOSTON, MA: The Asian Task Force Against Domestic Violence is excited to announce its new partnership with Boston University's Center for Digital Imaging Arts. As ATASK prepares to launch its new *1,000 Cranes and 2,000 Butterflies* fundraising campaign, the partnership with CDIA could not have come at a better time.

The Cranes and Butterflies campaign, which emphasizes the transformation that survivors of domestic violence experience, will now feature a 30 second digital video public service announcement created by a team of BU students.

"We feel truly lucky to be able to help out such a worthwhile cause, and look forward to the day it's used," says Joe McCormick, one of the members of the animation team.

ATASK executives are working closely with the students to create a piece that really captures the essence of the campaign. The crane is a traditional Asian symbol of peace, and the butterfly historically represents metamorphosis. The video will combine the two sentiments in what is sure to be a beautiful and interesting digital video.

This is the first time ATASK has partnered with BU design, which solicits applications from nonprofits as part of their Practicum program. The program provides students with the opportunity to partner with non-profit, socially responsible organizations and create quality digital media to further the organizations' missions.

ATASK President Linda Chin is very excited about the possibilities this partnership will create. "*Cranes and Butterflies* is really making an effort to appeal to all age demographics, and I think this video will help make that connection. I can't wait to see the final product."

The public service announcement is expected to be completed by the end of April, and will be featured on ATASK's website and Facebook page. It will also be available during ATASK outreach and fundraising events.

About the Asian Task Force Against Domestic Violence

The mission of the Asian Task Force Against Domestic Violence (ATASK) is to provide hope to survivors and prevent domestic violence in Asian families and communities. ATASK is New England's only provider of linguistically and culturally appropriate services and programs for Asian survivors of domestic violence. For domestic violence victims who are unsafe, helpless and hopeless, ATASK offers a safe haven, help and hope over fear.

ATASK offers:

Housing in our emergency shelter

Outreach to Asian communities and a 24-hour multi-lingual helpline

Programs and services that support clients and their children and empower them to live independent lives

Education and training for youth, providers, and the public

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