



Media Advisory

September 19, 2016

Albertans invited to take part in interactive PSA supporting survivors of sexual assault

In support of Alberta's [#IBelieveYou](#) campaign, which launched this week, members of the public are invited to attend the filming of a Public Service Announcement (PSA) that will give a collective shout-out to survivors of sexual assault, letting them know: I believe you, and together, we believe you! By showcasing and celebrating Alberta's support for survivors—and making some noise loud enough for them to hear—we can collectively create an environment in which survivors feel safe to tell and offenders are less likely to get away with a crime.

Alberta is leading the country in showcasing the growing public support for survivors of sexual assault, and the importance of believing as a first step on the health and safety of our communities. The PSA celebrates the people who are standing with sexual assault survivors like never before.

The campaign is a partnership between the Government of Alberta the Association of Alberta Sexual Assault Services (AASAS). The PSA will be filmed at:

Where: Kenilworth Arena, 8313 68A ST, Edmonton, AB

When: Friday, September 23 from 11:30 am to 1 pm

Who **Irfan Sabir**, Minister of Human Services

Marlin Schmidt, MLA, Edmonton-Gold Bar

A Woodwind Quintet of the Royal Canadian Artillery Band

Deb Tomlinson, Chief Executive Officer, AASAS

Why: To showcase the growing public support for survivors, and overwhelm them with love and support.

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