



Domestic Violence Hotline

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FOR IMMEDIATE RELEASE

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**Bethany House of Northern Virginia Selected by PRSA-NCC
to Receive Pro Bono Public Relations Services**

ALEXANDRIA, VA- Bethany House of Northern Virginia, Inc. (Bethany House), a Christian nonprofit dedicated to assisting victims of domestic violence, announced today its selection by the National Capitol Chapter of the Public Relations Society of America (PRSA-NCC) to receive pro bono public relations services.

“It is important that victims of domestic violence are aware of the services that are available to them,” said Cathy Hassinger, Executive Director of Bethany House. “We hope that this partnership with PRSA-NCC will bring awareness not only to Bethany House but to domestic violence issues.”

This selection comes at a time of transition for Bethany House. After 28 years of serving as Executive Director, Doris Ward stepped down and 18 months later, Hassinger filled her place in 2007. After a year of successes, including expanding funds and adding staff, Hassinger looks forward to growing Bethany House and creating an identity for the nonprofit.

“The first initiative we hope to tackle with this partnership is creating a brand for Bethany House,” said Hassinger, “so that the community understands the services we provide for abused women and children.”

PRSA-NCC requested proposals from Washington D.C.-area nonprofit associations in the spring of 2008. Bethany House was selected out of more than 20 nonprofit associations who submitted proposals.

“Bethany House of Northern Virginia was selected because of the services they provide for the community and their genuine need,” said Deborah Deal Blackwell, Chair of PRSA-NCC’s Public Service Committee. “We look forward to partnering with them to spread awareness about the resources that Bethany House supplies for domestic violence victims.”

About Bethany House of Northern Virginia, Inc.

Bethany House of Northern Virginia, Inc. (Bethany House) is a private, faith-based organization providing shelter and services to victims of domestic violence. A small staff and volunteers carry out its mission, and it is funded by tax-deductible grants, and donations from individuals, various congregations, community organizations, clubs, and businesses. The organization's domestic violence hotline is 703-658-3555 and more information can be learned by visiting its website at www.bhmv.org.

About the PRSA-National Capital Chapter

The Public Relations Society of America National Capital Chapter represents the world's leadership in the practice of public relations and is the essential network for practitioners in the Washington region. Supporting more than 1,300 PRSA members, the chapter provides high-quality and timely professional development programs, accreditation instruction and networking opportunities. The Chapter promotes public relations education through the support of five regional PRSSA chapters and a Career Academy for inner city high school students. For more information please visit <http://www.prsa-ncc.org>.

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