



For Immediate Release:  
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## **California License Plate to Fund Domestic Violence and Sexual Assault Programs Unveiled**

*Actress AnnaLynne McCord helps kick-off California Says NO MORE license plate campaign*

Sacramento, CA – Local, state and national partners joined Assemblymember Jimmy Gomez (D-Los Angeles) and Actress AnnaLynne McCord today to unveil the nation’s first NO MORE domestic violence and sexual assault awareness license plate.

12.7 million people are physically abused, raped or stalked by their partners in one year. That’s approximately the population of New York City and Los Angeles combined. That’s 24 people every minute.<sup>1</sup> In response, Assemblymember Jimmy Gomez (D-Los Angeles) authored and successfully passed Assembly Bill 2321 to create a license plate to raise awareness for and fund domestic violence and sexual assault programs throughout California.

“Domestic violence and sexual assault affects more than just its victims, it impacts everyone,” said Assemblymember Jimmy Gomez. “In California we don’t wait, we act. We wanted to allow people to play an active role in this cause by doing something small but significant to say NO MORE to domestic violence and sexual assault. By purchasing the California Says NO MORE license plate, residents will help send real dollars to real programs that make a difference in the fight to end domestic violence and sexual assault.”

CALCASA partnered with the national NO MORE campaign, a group that recently ran a series of poignant ads during the 2015 Super Bowl, for the formation of California Says NO MORE, a California-specific awareness campaign to raise awareness for sexual and domestic violence. Today, partners unveiled the license plate design with the NO MORE campaign logo. Purchases of the California Says NO MORE license plate will help fund domestic violence and sexual assault awareness and prevention efforts throughout the state.

“We applaud Assemblymember Gomez for his leadership and vision in elevating the issues of domestic violence and sexual assault together,” said Sandra Henriquez of the California Coalition Against Sexual Assault. “The California Says NO MORE license plate creates a vital funding source and strengthens direct services to survivors of domestic and sexual violence in California.”

The California Says NO MORE license plate needs 7,500 orders to begin production. California residents can visit [www.NoMorePlate.org](http://www.NoMorePlate.org) to purchase and learn more about the first-in-the-nation specialized license plate.

Today’s unveiling and kick-off of a year-long campaign to meet the license plate’s production goal was done with the help of actress AnnaLynne McCord and in partnership with the California Office of Emergency Services (Cal OES), California Coalition Against Sexual Assault (CALCASA), National No More Campaign, California Says No More Campaign and the California Partnership to End Domestic.

Quotes from partner organizations attached on next page.

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The California Says NO MORE license plate was made possible in partnership with Assemblymember Jimmy Gomez, California Office of Emergency Services (Cal OES), California Coalition Against Sexual Assault (CALCASA), National No More Campaign, California Says No More Campaign and the California Partnership to End Domestic.

Quotes from partner organizations below:

“Domestic violence and sexual assault affects more than just its victims, it impacts everyone. In California we don’t wait, we act. We wanted to allow people to play an active role in this cause by doing something small but significant to say NO MORE to domestic violence and sexual assault. By purchasing the California Says NO MORE license plate, residents will help send real dollars to real programs that make a difference in the fight to end domestic violence and sexual assault.”

**- Assemblymember Jimmy Gomez (D-Los Angeles)**

“The national NO MORE campaign is honored and thankful to Assemblymember Gomez and all the agencies that helped make the California NO MORE license plate possible. This project will raise awareness about the issues as well as resources for the agencies that protect and assist victims of domestic violence and sexual assault. We think it is a model program and hope other states create similar initiatives.”

**- Jill Morris, National NO MORE campaign**

"Cal OES is honored to sponsor this specialized license plate and we look forward to working with Assemblymember Gomez’s Office and the rest of our partners to make the “California Says NO MORE” license plate program come to fruition here in California. Cal OES hopes that in the future when we drive throughout our state and communities, we will be the first state in the nation whose cars will carry the important message that Californians stand for and say “No More” to domestic violence and sexual assault.”

**- Mark Ghilarducci, Director, California Office of Emergency Services (Cal OES)**

“The Partnership worked hard to pass AB 2321. When Californians purchase a NO MORE license plate, they make a bold statement and help prevent domestic violence. It’s a direct investment in our communities, where work is being done every day to transform our culture into one that values respectful, supportive relationships.”

**- Kathy Moore, Executive Director of the California Partnership to End Domestic Violence**