



FOR IMMEDIATE RELEASE

May 22, 2014

Contact: Lyndsay Christian, Lyndsay@caminopr.com / 212.255.2575

**INDY 500 TO BROADCAST PSA URGING MEN TO HELP STOP
VIOLENCE AGAINST WOMEN**
*Breakthrough's animated PSA #BeThatGuy will play this Memorial
Day weekend*

[NEW YORK] — The Indianapolis 500 will broadcast a video urging men to be leaders in stopping violence against women during events this Memorial Day weekend. On Sunday, May 25, global human rights organization Breakthrough's "[Be That Guy](#)" campaign video will be shown multiple times on the Jumbotron at the Indy 500, one of the highest-attended sporting events in the world.

The "Be That Guy" campaign debuted in an animated PSA in November 2013 at the NASCAR Homestead-Miami Speedway Championship, reaching an enormous and receptive audience with a 72-time replay. "Be That Guy" represents Breakthrough's commitment to inspiring men and women around the world to take action to make violence and discrimination against women unacceptable.

The 30-second "Be That Guy" animation, presented in an edgy, appealing style—and taking place at a race track—depicts one racing fan stopping a buddy from harassing a waitress. (Tagline: "Hands are for beer. And high-fives.") The crowd cheers for the guy who intervenes. The animation is designed to show that while it does take some courage to be that guy, most people want to be—and if we encourage them, more people will, according to Breakthrough.

"Indianapolis 500 is an iconic tradition and we are so excited for the opportunity to share 'Be That Guy' with such a large and diverse audience," said Mallika Dutt, Breakthrough president and CEO. "Increasing numbers of men and boys are standing up to challenge the culture of violence—and what many call micro-violence—against women through the Be That Guy campaign, and racing fans have been tremendously receptive to this call to leadership."

To watch the animated "Be That Guy" PSA or find out more about ways to get involved, visit <http://breakthrough.tv/>.

###



Breakthrough is a global human rights organization

working to make violence and discrimination against women and girls unacceptable. Our mission is to prevent violence against women and girls by transforming the norms and cultures that enable it. We carry out this mission by building a critical mass of change agents worldwide—the Breakthrough Generation—whose bold collective action will deliver irreversible impact on the issue of our time. Working out of centers in India and the U.S., we create innovative, relevant multimedia campaigns, tools, and programs that reach individuals and institutions where they are, inspiring and equipping them to build a world in which all people live with dignity, equality and justice. With programs challenging domestic violence, early marriage, gender-biased sex selection, sexual harassment, and more, our work enables a critical mass of change-makers to stand for human rights in their own spheres and beyond.

4 West 37th Street, Floor 4

T +1-212-868-6500

lynn@breakthrough.tv