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Sexual Assault Awareness Month to culminate with “It’s on Us” T-shirt reveal

Mayor Bill Peduto among featured speakers

(PITTSBURGH, PA – April 6, 2017) The University of Pittsburgh’s inaugural Sexual Assault Awareness Month will culminate with the “It’s On Us” T-shirt Project Unveiling on Thursday, April 13 from 1 – 5 p.m. on the William Pitt Union Lawn. Pitt’s “It’s On Us” campaign—which is part of the national “It’s on Us” initiative launched under former President Obama—is aimed at eradicating sexual assault from college campuses. Among the supporters of the program is City of Pittsburgh Mayor Bill Peduto, who will provide remarks at 3 p.m.

Through the “It’s on Us” T-shirt Project, more than 300 members of the Pitt community designed t-shirts in an effort to not only raise awareness, but also to provide support to survivors of sexual assault.

“Students who are affected by sexual violence are not broken, and in fact, they are capable of showing great strength and resilience,” said Michele Welker, coordinator of Pitt’s Office of Sexual Harassment and Assault Response and Education (SHARE). “However, each day is a challenge to manage their healing while being active Pitt students. It is crucial to show them that they are not alone in their struggle towards recovery.”

The T-shirt unveiling will also feature remarks from Pam Connelly, Associate Vice Chancellor for Diversity and Inclusion; Katie Pope, Title IX Coordinator; and Jasmine Butler, who serves as a student representative on Pitt’s “It’s on Us” task force. The event will conclude with a peaceful march beginning at 4 p.m.

“The goal of sexual violence prevention is simple—to stop it from happening in the first place,” said Marian Vanek, director of Pitt’s Student Health Service. “The solutions, however, are just as complex as the problem. Our prevention and awareness campaigns, such as the “It’s On Us” T-Shirt Initiative are multi-faceted, and our programs are on-going, multi-dose and comprehensive.”

Hosted by the SHARE, Sexual Assault Awareness Month kicked off late last month, and has been highlighted by a range of events designed to spread awareness about sexual assault, and empower students to protect themselves and each other.

“It’s been empowering to come together as a University community to recognize Sexual Assault Awareness Month,” said Welker. “The ‘It’s on us’ campaign has been an inspirational beacon of light towards an atmosphere of awareness and support for all Pitt students.”

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