



Moms Demand Action for Gun Sense in America
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**MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA ASKS MOMS TO KICK OFF
THE SCHOOL YEAR WITH GUN SENSE**

*Grassroots Movement Asks Moms to Pledge to Create Safer Homes, Schools, and Communities;
Educates Moms about Guns on College Campuses; and Provides Back-to-School Shopping Guide of
Businesses with Gun Sense*

[Indianapolis, IN] Tues., Aug. 27, 2013: As kids across the country head back to school, Moms Demand Action for Gun Sense in America is asking mothers to pledge to keep children safe from gun violence—both intentional and accidental—to keep guns on campus in mind when choosing a college for their child; and to support businesses that create a gun-safe environment.

As part of its Back to School with Gun Sense campaign, Moms Demand Action is asking mothers to take a “Mom’s Pledge” that outlines three simple principles to create safer homes, schools, and communities. The pledge is accompanied by a fact sheet that lists 10 shocking statistics about America’s epidemic of gun violence. Moms can sign and share the pledge, and download the fact sheet at <http://tinyurl.com/momspledge>.

In addition, for parents facing college decisions, Moms Demand Action is promoting ArmedCampuses.org, (www.armedcampuses.org) a new resource to clarify laws and policies regarding guns on higher institution campuses. Developed by a coalition of partner organizations, the site features a map providing an at-a-glance overview of every state's guns-on-campus laws, as well as a link to more detailed information. It also singles out every university or college where concealed guns are permitted on campus by law.

Moms Demand Action is also urging parents to spend their back-to-school dollars at businesses that have sensible gun policies, like Costco and CVS, which prohibit patrons from carrying guns in their stores. The Back-to-School Shopping Guide (<http://momsdemandaction.org/back-to-school-shopping-guide/>) provides a list of places to shop and places to avoid when stocking up on back-to-school supplies. It also encourages moms to ask the national chain Staples to enact a nationwide no-guns policy. Many individual Staples stores already prohibit guns, but there is no explicit corporate policy on firearms – Moms Demand Action is asking the company codify their no-firearms policy. Moms Demand Action has provided a letter that moms can print out, sign, and give to the manager of their local Staples when they shop for back-to-school supplies.

“With the school year beginning, it’s an opportunity for moms to reiterate our commitment to protecting our kids from gun violence,” said Jennifer Hoppe, program director for Moms Demand Action. “Moms

have the moral authority and the economic power not only to make a difference, but to drive the solutions. By taking our pledge and supporting companies with gun sense, we will be making strides toward keeping our children safer, whether they're at home, in school, or anywhere else in our communities.”

Moms Demand Action is also sending a message to Congress with a powerful new back-to-school-themed public service announcement, created by a volunteer team of passionate, young filmmakers, including award-winning director/producer Michael Rohrbaugh (www.michaelrohrbaugh.com). The PSA, viewable at <http://www.youtube.com/watch?v=3HILgFNsEF0>, features a mother preparing her young child for school by outfitting him in protective armor and a bullet-proof vest. Asking "Is this the New School Uniform?," the piece then calls on moms and caregivers to contact Congress and demand common-sense gun reform.

For more information on the Back to School campaign, visit: <http://momsdemandaction.org/back-to-school/>

About Moms Demand Action for Gun Sense in America

Much like Mothers Against Drunk Driving was created to change laws regarding drunk driving, Moms Demand Action for Gun Sense in America (www.momsdemandaction.org) was created to build support for common-sense gun reforms. The nonpartisan grassroots movement of American mothers is demanding new and stronger solutions to lax gun laws and loopholes that jeopardize the safety of our children and families. In just over eight months, the organization has more than 100,000 members with chapters in every state across the country.

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