



Moms Demand Action for Gun Sense in America
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**MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA RAMPS UP EFFORTS IN
ADVANCE OF SENATE VOTE ON GUN LEGISLATION
Grassroots Movement Invited to Participate in Vice President's National Call; Sponsors "Stroller
Jams" Nationwide and on Capitol Hill; Releases New PSA Campaign, "Choose One"**

(Indianapolis, IN) Mon., April 15, 2013 – Moms Demand Action for Gun Sense in America announced today that its founder, Shannon Watts, has been invited to make remarks during Vice President Joe Biden's call on the need for common-sense reforms to reduce gun violence. The call will take place today at 3:10 p.m. EDT (<http://ems6.intellor.com?p=600052&do=register&t=1>).

"We are grateful to the White House for acknowledging the power of mothers' voices and the urgency of our call for change," said Shannon Watts, founder of Moms Demand Action for Gun Sense in America. "Mothers and women have often been catalysts of social change in America, wielding powerful influence on issues like suffrage, segregation, and children's rights. Now modern American moms must come together to help enact stronger gun laws to protect our children and families."

Members of Moms Demand Action will hold events across the country this week at senators' in-district offices, asking them to vote "yes" for gun reforms. Moms will hold "Stroller Jams" at the offices of senators in Pennsylvania, Ohio, Virginia, New York, and Arizona, among other states. For a list of local "Stroller Jam" events across the country, go to: <http://momsdemandaction.org/stroller-jam/>.

Moms Demand Action will sponsor a "Stroller Jam" in front of the Capitol building on Wed., April 17, at 10:40 a.m. EDT. Members of Moms Demand Action will participate a reading of names of the 3,300 Americans killed by guns since Newtown, and, at 11 a.m. EDT, will stroll their children to the Senate building where they will meet with elected officials and demand action on common-sense gun laws.

Today, Moms Demand Action also launched a new PSA campaign, "Choose One," a series of print ads featuring assault weapons alongside other objects that have been banned in America to protect child welfare, including Kinder Surprise eggs, the book "Little Red Riding Hood," and the schoolyard game dodge ball. The ads, in conjunction with a video PSA, are being released through donated media on digital, broadcast and print channels. The campaign was created by the Toronto office of GREY, a global advertising agency.

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 legislation. 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 four months, the organization has tens of thousands of members with nearly 100 chapters across the United States.

About GREY Toronto

Grey Toronto is the Canadian office within the Grey Group Network. Grey Group ranks among the largest global communications companies. Its parent company is WPP. Under the banner of Grey: Famously Effective Since 1917, the agency serves a blue-chip client roster of many of the world's best known companies: Procter & Gamble, GlaxoSmithKline, Energizer, Playtex and more (www.grey.com)

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