



Moms Demand Action for Gun Sense in America
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**MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA LAUNCHES NEW VIDEO
CAMPAIGN LEADING INTO CONGRESSIONAL VOTE**
**Emotional Video “How Many More Rounds?” Depicts American Mass Shootings; Asks
Americans to Share the Video and Demand Congressional Action**

(Indianapolis, IN) April 10, 2013 – Moms Demand Action for Gun Sense in America today launched a new video to drive support for new and stronger gun laws in America in the aftermath of the massacre at Sandy Hook Elementary School in 2012.

The video, “How many more rounds?,” is an emotive depiction of the damage caused by gun violence. An AR-15 assault weapon is fired in slow motion with each discharged shell casing representing a major shooting in America. The video ends with the message, “How many more rounds are we going to let this go on for?” followed by the phone number for the Capitol switchboard (<http://wp.me/p2Ztxi-4kA>).

“This video is a powerful reminder of the vast human toll of gun violence in America,” said Shannon Watts, founder of Moms Demand Action for Gun Sense in America. “In the less than four months since the Sandy Hook tragedy, hundreds of children have died due to gun violence. Each day Congress deliberates, eight children are killed by guns in the United States. Americans must call now and demand elected officials vote in the best interest of our children, and not for special interests.”

The video is being released through donated media on digital and broadcast channels. It was created by the Toronto office of advertising agency, GREY.

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, Moms Demand Action has garnered tens of thousands of members with nearly 90 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 (NASDAQ: WPPGY). 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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