



FOR IMMEDIATE RELEASE

For Moms Demand Action for Gun Sense in America:
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**MOMS MARK ANNIVERSARY OF SANDY HOOK ELEMENTARY TRAGEDY WITH
NATIONWIDE “NO MORE SILENCE” EVENTS**

***Moms Demand Action for Gun Sense in America Release Television Ad in Honor of
Newtown Victims; Sponsoring Week of Action Asking Congress to Act on Background
Checks***

(Indianapolis, IN) Dec. 4, 2013 – Moms Demand Action for Gun Sense in America will host more than 50 memorial events nationwide on Sat., Dec. 14, in honor of the 20 children and six adults murdered one year ago at Sandy Hook Elementary School in Newtown, CT. These vigils, called “No More Silence,” will send a clear message that it’s time to make noise about gun reform. Moms across the country will honor the Newtown victims and all victims of gun violence through bell ringing in lieu of a moment of silence.

Members of Moms Demand Action and their families will gather together for “No More Silence” events in more than 35 states. Events will be co-sponsored by Mayors Against Illegal Guns and will include remarks from activists, survivors of gun violence, members of the faith community, and elected officials. All events will culminate in a communal bell ringing to honor the 26 victims killed in Newtown, and to demonstrate that American mothers will never again be silent about gun violence. A full list of events is available here:
<http://momsdemandaction.org/no-more-silence/>

On Thursday, December 5, Moms Demand Action and Mayors Against Illegal Guns will hold a press call at 1pm EST to discuss progress in the gun reform movement in the year following the tragic mass shooting at Sandy Hook Elementary and to announce details regarding events around the country to commemorate the Newtown anniversary. To RSVP, please contact taylor.maxwell@berlinrosen.com.

“American mothers will never again listen to those who say it’s too soon after a senseless tragedy like Sandy Hook to discuss gun reform. And we will never again be silent about gun violence – that bell cannot be unring,” said Shannon Watts, founder of Moms Demand Action for Gun Sense in America. “Over the past year, we have grieved the loss of too many victims and witnessed too much inaction by our elected officials.”

“What happened at Sandy Hook Elementary was an unimaginable tragedy for my family, and the families of all of the victims,” said Maura Sherlach Schwartz, a national spokesperson for Moms Demand Action for Gun Sense in America and daughter of Mary Sherlach, a school psychologist shot and killed at Sandy Hook Elementary. “It was also a shattering wake-up call for millions of mothers across America. I am proud to be part of this powerful grassroots movement working to combat the national epidemic of gun violence that claims the lives of nearly eight children or teens every day.”

“No More Silence” events will kick-off on Capitol Hill on Fri., Dec. 13. Members of Moms Demand Action will deliver bells to members of Congress with the message that the American mothers will vote in the midterm elections based on which legislators support enacting new and stronger gun laws. On Sat., Dec. 14, more than 50 bell-ringing events will occur throughout the nation, from Seattle, WA; to Houston, TX; to Providence, RI.

In addition, Moms Demand Action has partnered with Mayors Against Illegal Guns to develop an ad, “No More Silence,” which will premiere this week on cable news networks. The ad is a commentary on the need for continued indignation among Americans at the inaction of Congress, and was created by the Toronto office of GREY advertising. The ad can be viewed here:

30 Second Spot <http://youtu.be/ceVewhLbuQU>

60 Second Spot <http://youtu.be/O5SOMuP8rqq>

In the week leading up to the anniversary, members of Moms Demand Action will engage in a week of action, during which they will call on Congress to immediately enact common-sense reforms such as comprehensive background checks for gun purchases.

Sun., Dec. 15, will mark the one-year anniversary of Moms Demand Action, which was founded one day after the mass shooting in Newtown. In just 12 months, Moms Demand Action has more than 125,000 members with a chapter in every state. The grassroots movement’s members have been instrumental in securing significant legislative victories at the state and local levels, including the passage of strong new gun laws in California, Connecticut, Colorado, Delaware, Maryland, New Jersey, and New York. Moms Demand Action also has been active in supporting candidates with gun sense, including endorsements for Sen. Ed Markey of Massachusetts and Virginia Governor-Elect Terry McAuliffe.

“One year ago, 20 beautiful children and six brave teachers and administrators were killed at Sandy Hook Elementary School in a tragedy that is still impossible to comprehend,” said Sen. Dianne Feinstein. “On that morning, a deranged killer shot his way into what should have been a safe place, with an assault weapon and enough high-capacity ammunition magazines to kill as many people as possible in the shortest amount of time. The massacre was the product, in large part, of our nation’s weak gun laws—laws that allow military-style assault weapons to be sold legally and that permit criminals and domestic abusers to easily obtain weapons at gun shows and over the Internet without a background check.”

“I’m proud to stand with Moms Demand Action for Gun Sense in America and with thousands of police chiefs, doctors, religious leaders and gun violence victims. They have mobilized across the country to fight for what Congress has so far been unwilling to do—strengthen our nation’s gun laws and change the culture of violence that senselessly claims our friends and neighbors every single day,” Feinstein said.

Moms Demand Action also successfully convinced Starbucks to change its policy allowing guns inside stores. In September, Starbucks CEO Howard Shultz announced, "Guns are no longer welcome at Starbucks." Moms Demand Action is continuing to push for gun sense policies at American businesses and institutions, including Staples and other retailers.

"American moms are finally raising their voices, and in the past year we've helped enact new and stronger gun laws and policies at the city and state level, and even in corporate America. By honoring the victims of the tragedy in Newtown with a moment of 'No More Silence,' we are demonstrating our resolve to keep working for a safer America for our children," said Watts.

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 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 nearly one year, the organization has more than 125,000 members with a chapter in every state in the country. For more information or to get involved visit www.momsdemandaction.org. Follow us on Facebook www.facebook.com/MomsDemandAction or on Twitter @MomsDemand.

About Mayors Against Illegal Guns

Since its creation in April 2006, Mayors Against Illegal Guns has grown from 15 members to more than 1,000 mayors from across the country. We have more than 1.5 million grassroots supporters, making us the largest gun violence prevention advocacy organization in the country. The bipartisan coalition, co-chaired by New York City Mayor Michael Bloomberg and Boston Mayor Thomas Menino, has united the nation's mayors around these common goals: protecting communities by holding gun offenders accountable; demanding access to crime gun trace data that is critical to law enforcement efforts to combat gun trafficking; and working with legislators to fix weaknesses and loopholes in the law that make it far too easy for criminals and other dangerous people to get guns. Learn more at www.mayorsagainstillegalsguns.org

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