



NEWS

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Kerry Washington Joins The Allstate Foundation to Spotlight Finances As A “Weapon of Choice” Used by Domestic Violence Abusers

Washington designs Purple Purse to serve as a symbol of movement;
New national survey reveals that Americans view domestic violence as a serious problem, but don't regularly talk about it

NORTHBROOK, Ill., Sept. 16, 2014 – Emmy and Golden Globe nominated Actress and advocate Kerry Washington has joined with The Allstate Foundation to raise awareness about domestic violence and the critical role that financial abuse plays in domestic violence situations. Washington is serving as the national ambassador for Allstate Foundation Purple Purse, the signature initiative that gets Americans talking about financial abuse.

Washington's role as ambassador includes designing a limited-edition purple purse that will be distributed among community leaders, Allstate agency owners, Purple Purse community partners that work directly with survivors, celebrities and media to raise awareness for the cause. The purse represents the center of a woman's financial domain and purple is the color of national domestic violence awareness. The Allstate Foundation is also distributing 80,000 Purple Purse charms through Purple Purse Challenge participants to attach to a bag or purse and show support year-round. Washington also filmed a special Public Service Announcement featuring the purse and creating a call to action for Americans to get informed and involved.

“A purse is where a woman's power lives. I am really proud of this bag, and having the opportunity to design a fashion statement that carries such an important message,” said Washington. “Financial control is almost always a weapon of choice for abusers because when a victim's access to cash is taken away or her credit is destroyed or even her employment is jeopardized, it becomes nearly impossible for her to leave.”

“The Allstate Foundation wants to make it acceptable – even fashionable – to talk about domestic violence. We call on people to join us and Kerry to keep the conversation going in our communities and around kitchen tables across the country,” said Vicky Dinges, senior vice president of corporate responsibility at Allstate. “It shouldn't take a high-profile incident in the news for us as a society to provide the information and support women need to free themselves from abusive relationships. For far too long, this issue has remained in the shadows while thousands of women and children have suffered. We need to continue to shine a light on this terrible problem that is affecting so many of our mothers, daughters, sisters, friends and colleagues.”

The Allstate Foundation also released the results of a survey, Silent Weapon: Domestic Violence and Financial Abuse, to understand the attitudes Americans have about violence in relationships and the financial control that usually accompanies physical abuse.

Findings from the survey include:

An Unknowing Public

- **Nearly eight in 10** Americans (78 percent) say they have not heard much about financial abuse as it relates to domestic violence. Additionally, Americans think that financial abuse is the **least likely** (3 percent) form of abuse to be recognized by an outsider.
- **Sixty-five percent** don't believe that their family or friends would know if they were in a financially abusive relationship and **70 percent** can't say they would know how to help them.
- Only **39 percent** of women have taken steps in their own relationship to protect themselves from financial abuse.

Millennial Reflections

- **Nearly 40 percent** of Millennials say their parents talked to them about domestic violence, compared to a smaller percentage of older Americans, including **23 percent** of Gen X'ers and **18 percent** of Baby Boomers.
- Nearly **70 percent** of Millennial women view domestic violence as a serious issue facing the country, compared to just **55 percent** of Millennial men.
- Older Americans, aged 69 or older, view issues related to financial abuse more seriously than the Millennial generation. **Seventy-two percent** of older Americans believe that not allowing a partner to have access to funds is considered domestic violence, versus just **58 percent** of Millennials. By a similar margin, **73 percent** of older Americans believe that running up debt in a partner's name should be considered domestic violence, compared to **55 percent** of Millennials.

Multicultural Distinctions

- Hispanics (51 percent) and African Americans (49 percent) are **twice as likely** to see domestic violence as a serious problem among people they know than their white, non-Hispanic counterparts (25 percent).
- Hispanic parents (58 percent) and African American parents (52 percent) have discussed domestic violence **more frequently** than white non-Hispanic parents (43 percent).

For additional information on the survey visit www.purplepurse.com.

To raise more awareness, The Allstate Foundation is encouraging the public to participate in a Purple Purse Challenge by donating to local nonprofit organizations that support financial empowerment services for domestic violence survivors. The Challenge is already underway at PurplePurse.com and has raised more than **\$XX**. The Allstate Foundation will contribute nearly \$650,000 in incentive funding and direct grants to participating organizations in the Challenge. The more donations each nonprofit collects, the more incentive funding the organization can compete to win from The Allstate Foundation. The Challenge continues through Oct. 3, 2014.

Visit PurplePurse.com to learn more about domestic violence and financial abuse as well as how to start conversations about this important topic. For immediate assistance with a dangerous situation, call the National Domestic Violence Hotline at 1-800-799 SAFE (7233) or TTY 1-800-787-3224.

About The Allstate Foundation

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Through partnerships with nonprofit organizations across the country, The Allstate Foundation brings the relationships, reputation and

resources of Allstate to support innovative and lasting solutions that enhance people's well-being and prosperity. With a focus on teen safe driving and building financial independence for domestic violence survivors, The Allstate Foundation also promotes safe and vital communities; tolerance, inclusion, and diversity; and economic empowerment. For more information, visit www.AllstateFoundation.org.

Survey Methodology

The Allstate Foundation Silent Weapon: Domestic Violence and Financial Abuse survey was conducted July 18-27, 2014, by FTI Consulting among a nationally representative sample of 1,020 American adults age 18+ with additional oversamples among 200 Americans age 18-33 ("Millennials"), 200 Hispanic Women age 18+, and 250 adults each in the Chicago and. The margin of error for the national sample is $\pm 3\%$ at the 95% confidence interval. The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research.

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