



BRIGHT SKY PRESS BACKGROUNDER

Key Messages:

- Bright Sky is a safe, easy-to-use app and website that provides practical support and information on how to respond to domestic violence.
- It is for anyone experiencing domestic violence, or for those worried about someone else.
- Bright Sky can help you to:
 - Understand what domestic violence can look like
 - Spot the warning signs of domestic violence
 - Evaluate the safety of a relationship
 - Locate the nearest support services across the United States
 - Learn how to help a friend, loved one, or colleague that may be affected
- Bright Sky is currently available in 13 countries and 23 languages
 - Albania, Czech Republic, Greece, Hungary, Ireland, Italy, Luxembourg, New Zealand, Portugal, Romania, South Africa, United Kingdom, United States

Statistics:

- One in three women and one in four men have experienced some form of physical violence by an intimate partner
- More than 20,000 phone calls are placed to domestic violence hotlines nationwide on a typical day
- Over 70,000 domestic violence survivors utilize support services daily
- Domestic violence is a public health issue that impacts more than 10 million women, men, and children across the U.S. each year
- Nearly half of all women in the US have experienced at least one form of psychological aggression by an intimate partner during their lifetime.
- Source: [Centers for Disease Control](#)

Links:

App Download (for both iOS and Android): <https://app.adjust.com/2mvvo6g>

Note: this link will automatically take the viewer to the app store respective to their phone or computer's operating system.

Bright Sky Desktop Version: <https://us.bright-sky.org/en/home>

Marketing Landing Page: brightskyus.org

Note: The Marketing Landing Page provides descriptions and images of Bright Sky, discusses the need for domestic violence resources, gives background for the current awareness social media campaign, and lets readers know how they can help.

Questions? Please contact brightsky@wcpittsburgh.org.