



PSE&G



FOR IMMEDIATE RELEASE
April 26, 2005

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ADVISORY FOR WEDNESDAY, APRIL 27th

Youth and Violence: NJ Attorney General Hosts Summit
Harvey to Talk Candidly with 600+ Students Tomorrow about how
Pop Culture Images Have Shaped their Attitudes toward Violence
-Violence Prevention Institute to Announce First Corporate Sponsor-

(EAST ORANGE) New Jersey Attorney General Peter C. Harvey will talk candidly with middle school students in East Orange Wednesday about how images popularized in music, videos and on clothing have shaped their attitudes toward violence. Experts from the Violence Prevention Institute will review graphic testimony and photos illustrating the reality of gun violence and talk with students about whether this kind of programming has been successful in changing their mindsets. Additionally, the Institute's first corporate sponsor will be announced.

Thousands of students in East Orange and West Orange are participating in the Institute's program this year, exploring the myths and realities of gun violence. Wednesday's conversation will supplement research being done as part of a larger study on violence prevention.

WHAT: **Candid conversation with kids about how pop culture images shape their attitudes about violence –and how exposure to the harsh reality of medical emergencies is helping to change their minds**

WHO: **Peter C. Harvey, NJ Attorney General**
Dr. Duane Dyson, President and CEO of Violence Prevention Institute
Fred DeSanti, PSE&G vice president-external affairs
Healy Middle School students

WHEN: **Wednesday, April 27th**
10 a.m.

WHERE: **Healy Middle School**
116 Hamilton St, East Orange

Media asked to enter auditorium from corner of Hamilton and North Clinton Streets.
Limited parking will be reserved on Hamilton.

The Violence Prevention Institute (VPI) is a non-profit organization dedicated to impressing upon NJ students a realistic view of gun injuries and the resulting consequences. Working cooperatively with municipal officials, Boards of Education, police departments, the New Jersey Attorney General's Office, the New Jersey State Juvenile Justice Commission, the Essex County Prosecutor's Office, and corporate partners like PSE&G, VPI is working to build safe and healthy communities, free from violence.

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