



GEORGIA CENTER FOR CHILD ADVOCACY LAUNCHES #WeStandTogether LIP SYNC CHALLENGE FOR NATIONAL CHILD ABUSE PREVENTION MONTH

ATLANTA — April 4, 2016 — [The Georgia Center for Child Advocacy](#) (GCCA) announced today the launch of its #WeStandTogether Lip Sync Challenge, an initiative focused on empowering survivors of childhood abuse and their supporters to lend their voices to children who feel like they don't have one. As its name indicates, the Lip Sync Challenge encourages everyone to raise awareness for the cause by recording themselves lip-syncing a song of support on the [musical.ly app](#) and sharing that tune via the hashtag #WeStandTogether. The effort kicked off with a [powerful video](#) featuring child actors [Owen Vaccaro](#) ("Mother's Day"; "Daddy's Home") and Ava Zagoria lip-syncing to Rachel Platten's current hit "[Stand By You](#)." The campaign aligns with [National Child Abuse Prevention Month](#), which takes place in April every year.

"Our hope is that activities during the month of April like the #WeStandTogether Lip Sync Challenge will help everyone feel better prepared to protect the children in their lives," said Sheila Ryan, CEO of the GCCA. "Each year, GCCA serves more than 700 children who have experienced sexual abuse, physical abuse or have been witnesses to violence."

Facts about child abuse:

- One in 10 children will be sexually abused
- 1,580 children died from abuse and neglect in 2014
- A report of child abuse is made every ten seconds
- Child protection agencies receive more than 3.6 million referrals every year involving more than 6.6 million children
- The U.S. has one of the worst records among industrialized nations — losing on average between four and seven children every day to abuse

"I'm glad that my friend Ava and I can do something meaningful to bring attention to this important issue," said Owen Vaccaro, who is featured in the new ensemble comedy "Mother's Day," which opens on April 29 and stars Julia Roberts, Jennifer Aniston, Kate Hudson and Jason Sudeikis. In support of the Lip Sync Challenge, Owen will be tweeting (@OwenVaccaro) and also promoting the campaign at press events for the film.

Recording star [Rachel Platten](#) (@RachelPlatten) donated the rights to her song to be used in the campaign and [Moxie](#)'s content creation team, [Unit3C](#), conceptualized and produced the campaign's promotional video, which was directed by Thomas Bingham. The Atlanta-based agency, which was founded in 2000 by GCCA Board Member

Kris Zagoria Pinto, is also donating strategy and execution resources to ensure the campaign reaches as many people as possible. Social media app musical.ly is donating promotional space within its Challenge feature to expose the hashtags and campaign to its users.

MORE INFO:

- Program site: <http://georgiacenterforchildadvocacy.org/who-we-are/lip-sync-challenge.html>
- Full video on YouTube: <https://youtu.be/C3DrvuLdyyY>
- Download musical.ly app: www.musical.ly
- “Stand By You,” performed by Rachel Platten. Courtesy of Columbia Records, by arrangement with Sony Music Licensing

MEDIA CONTACTS:

- **GCCA:** Nicole Hunnicutt, 404-558-4108, nicole@honeypublicrelations.com
- **Moxie:** Jessica Carruth, 470-225-3341, jessica.carruth@moxieusa.com
- **Owen Vaccaro:** Brandi George, 310-358-3090, brandi@advantagepr.com
- **musical.ly:** Katie Altman, 323-822-4847, kaltman@id-pr.com

ASSETS AVAILABLE:

- Full (2:26) and main musical.ly Challenge (0:15) videos
- High-res video stills and behind-the-scenes photos
- Owen Vaccaro publicity shot

ABOUT GCCA:

The mission of [The Georgia Center for Child Advocacy](http://www.georgiacenterforchildadvocacy.org) is to champion the needs of sexually and severely physically abused children through prevention, intervention, therapy and collaboration. Since 1987, the Center has served more than 15,000 children in Fulton and DeKalb Counties who have been sexually or physically abused or have witnessed violence. These services are provided at no cost to the families. The GCCA also provides [Stewards of Children](#) training, which teaches adults how to prevent, recognize and react responsibly to child sexual abuse. To date, the GCCA and its trained facilitators have provided this Stewards training to nearly 100,000 adults — both parents and professionals — throughout Georgia. For more information, visit www.georgiacenterforchildadvocacy.org.

ABOUT MOXIE:

[Moxie](#) is a modern marketing solutions agency that expertly leverages the value of data, content and technology to help our clients grow. We push the boundaries of what's possible to outperform the competition in the areas of strategy, creative, social marketing, media, analytics and technology development. Founded in 2000, Moxie has nearly 500 talented employees in Atlanta, Los Angeles, New York and Pittsburgh, and it is owned by global media giant Zenith — part of the Publicis Groupe. Moxie's client roster includes Verizon Wireless, Verizon FiOS, The Coca-Cola Company, 20th Century Fox, Chick-fil-A, Nike, Ainsworth Pet Nutrition and Georgia-Pacific. For more information, visit: www.moxieusa.com

ABOUT MUSICAL.LY:

musical.ly is a social video network for creating, sharing and discovering short music videos. Every day, millions of people use musical.ly as an outlet to express themselves through singing, dancing, comedy and lip-syncing. The app celebrates creativity with videos recorded in 15 seconds or less and shared across the musical.ly community. Since first being made available in October 2014, musical.ly has hit #1 in the iOS App Store for free apps in 19 countries — including the United States. musical.ly is the world's fastest growing video social network around lifestyle and music. For more information, visit: www.musical.ly

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