

**FOR IMMEDIATE RELEASE**

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**MEDIA ALERT**

**SEPT. 10 PROCLAIMED “THE TREVOR PROJECT DAY” IN NEW YORK**  
*The Trevor Project Day to coincide with National Suicide Prevention Week and World Suicide Prevention Day*

**WHAT:** New York Gov. David Paterson will proclaim Sept. 10, 2008 as **The Trevor Project Day** in the state of New York. The Trevor Project operates the only nationwide, around-the-clock crisis and suicide prevention helpline for lesbian, gay, bisexual, transgender and questioning (LGBTQ) youth. The Trevor Project Day strategically occurs during National Suicide Prevention Week, sponsored by the American Association of Suicidology. The day coincides with World Suicide Prevention Day, sponsored by the International Association for Suicide Prevention.

In recognition of National Suicide Prevention Week, World Suicide Prevention Day and The Trevor Project Day, The Trevor Project will launch and participate in a variety of initiatives to build awareness regarding suicide, specifically among LGBTQ youth. These include:

- Maximizing exposure of **The Trevor Project’s “I’m Glad I Failed” social marketing campaign**, which targets LGBTQ youth who contemplate suicide as a result of homophobia: [www.TheTrevorProject.org/ImGladIFailed](http://www.TheTrevorProject.org/ImGladIFailed).
- Launch of **The Trevor Project School Workshop Program**, which will use a structured curriculum in schools to address topics around sexuality, gender identity, the impacts of language and behavior, and what it means for young people to feel different.
- Launch of an all-new **“fan page” on Facebook.com promoting The Trevor Project**, its mission and its services to members nationwide.
- Volunteer counselors from The Trevor Helpline as well as staff members from The Trevor Project will participate in the **Out of the Darkness Community Walk** on Sat., Sept. 13 in Santa Monica, Calif., to benefit the American Foundation for Suicide Prevention.

**WHEN:** **National Suicide Prevention Week:** Sept. 7 through 13, 2008

**The Trevor Project Day:** Sept. 10, 2008

**World Suicide Prevention Day:** Sept. 10, 2008

**WHY:** Suicide is one of the top three causes of death among young people (15 to 24-year-olds). Only accidents and homicides occur more frequently as causes of death among young people.

LGBTQ youth are up to four times more likely to attempt suicide than their heterosexual peers.

LGBTQ youth who come from a rejecting family are up to nine times more likely to attempt suicide than their heterosexual peers.