



## ROC AGAINST GUN VIOLENCE COALITION LAUNCHES ANTI-VIOLENCE CAMPAIGN

The ROC Against Gun Violence Coalition, Headed by **Councilmember Willie J. Lightfoot, Sr.**, is relaunching its successful **Think About It** anti-violence campaign, aimed at curbing gun violence at the source in Rochester during a time when the city traditionally sees heightened rates of shootings.

“I have dedicated my time on City Council to tackling our Rochester’s gun violence epidemic head on,” Councilmember Lightfoot said. “By relaunching this campaign, we can lay the groundwork in our most challenged neighborhoods to **Educate** on the dangers of gun violence, **Advocate** for peace and **Eradicate** shootings in our city before they happen.”

The campaign was developed in collaboration with the Evans administration, and has deployed billboards, radio ads and other highly visible collateral throughout Rochester – all bearing the slogan, “A Shot From A Gun Can’t Be Undone.” The campaign will run throughout the summer, a time of year in Rochester when shootings have historically increased.

The campaign follows an initial run in 2018 under the Warren administration, which called attention to gun violence in a way that was accessible, intentional and focused on affecting real change in Rochester.

“The ROC Against Gun Violence Coalition continues to fight for a better Rochester through awareness and advocacy,” **City Council President Miguel A. Meléndez, Jr.** said. “As chair of the RAGVC advocacy committee, I have heard from the community how important it is to lay out a counter message in our neighborhoods. We are presently working through our solutions action plan to help reduce gun violence through legislative action as well, but this campaign helps reignite conversations on street corners, in barbershops and living rooms.”

With the relaunch of the campaign, that same ethos will again be employed to convey a simple yet powerful anti-violence message.

“When shootings in our city occur, both the lives of the victim and the shooter are changed forever,” Councilmember Lightfoot said. “If we can reach people before they make that life-altering decision, we can stop gun violence at the source.”