



Contact: Macklin Xu
CT Coalition Against Domestic Violence
Telephone: (860) 282-7899

FOR IMMEDIATE RELEASE

**CONNECTICUT COALITION AGAINST DOMESTIC VIOLENCE
LAUNCHES TEEN DATING APP FOR SMARTPHONES**

Hartford, CT – The Connecticut Coalition Against Domestic Violence (CCADV) announced the release of td411, a teen dating application in both the [iTunes App Store](#) and the [Android Market](#). Reportedly the first of its kind in the nation, td411 provides information and tools that teens, their friends and families can use to learn more about dating violence and healthy relationships.

On Wednesday, April 27, 2011 at 1:00 p.m. at the Law and Government Academy of Hartford Public High School, CCADV will preview the App and website, as well as hear from students and project partners who took a part in the design process.

"We're excited to provide information on dating relationships in a format teens are most likely to use," said Karen Jarmoc, interim executive director of CCADV. "Teens may not pick up a phone and call our hotline if they need help, so the app provides them with all the information they need in one quick and convenient place." According to the Nielsen Company, downloads among teens who use apps enjoyed a solid 12 percent increase in activity versus last year, from 26 to 38 percent.

In regards to the development of the app, Macklin Xu, CCADV Communications Coordinator and website designer, got right to the heart of matter stating, "We've taken great strides to make td411 the best it could be, so it was crucial to get input from teens throughout the process. We want to make sure they find the App useful, so they can either use it themselves or to help a friend. If anyone asks, we can now say 'there's an App for that.'"

The App also has a complimentary website (www.td411.org) featuring the same content. The app is free of charge and can also be downloaded at <http://www.ctcadv.org> or <http://www.td411.org/>. CCADV partnered with the Institute on Community Research, the Center for Youth Leadership and the Office of the Child Advocate on the implementation of this project with ARRA funds from the state Office of Policy and Management.

The Connecticut Coalition Against Domestic Violence is a membership organization whose purpose is to work together to end domestic violence by changing the social conditions, beliefs and social actions that perpetuate abuse against victims of domestic. For more information about the Connecticut Coalition Against Domestic Violence, visit www.ctcadv.org

###