



P. Luna Foundation
P.O. Box 523
San Bruno, CA 94066
818.300.2052
EIN# 74-3224105

FOR IMMEDIATE RELEASE: November 1, 2012

Contact: Barbara Ochoa aka Petra Luna, Founder, Direct - 818.634.8551 or thelunashow@aol.com & <http://help4guys.org/>

5th Annual Abused Boys and Men Awareness Campaign Begins December 1, 2012 with a Big Benefit Concert in Los Angeles, California

Coming soon: Male Abuse Awareness Week, December 1-8, 2012

Los Angeles, CA – The P. Luna Foundation is hosting its annual Male Abuse Awareness Week (MAAW), December 1st through 8th. The holiday season should be a time for joy. But in many families it is a particularly stressful time, when the abuse of children increases and the old hurts in grown children come to the surface-thanks to disconnections from their families, or family gatherings that are disappointing and full of secrets and conflicts.

This event raises awareness of all forms of child abuse. Inspired by the cause to fight breast cancer, the goal is to make Male Abuse Awareness Week a major cause campaign with help from the mainstream media and society.

In honor of the campaign's 5th year, the P. Luna Foundation is holding an all ages MAAW Big Benefit Concert Event in Van Nuys, CA. For young people who have never been to a charity event, this is a chance to dress up with the adults and do something good for their community.

This groundbreaking event in Southern California is sponsored by Runway Magazine, 99.3 KCLA and TRN TV. It will be held at Smooth Sounds Multi Media Studio, 6828 Valjean Ave. Van Nuys, CA 91406 on December 1st, 2012 starting 6:00PM. Headliners are the award winning reggae group Dread Daze with **a cameo appearance by Alex Marley**, and the Sunset Strip's favorite rock band LA Velvet along with other great local musical acts. There will be special appearances by the Runway Magazine Models and photo opportunities with celebrities Alex Marley, Jennie Oh, Miss California Ethnic World and the above band's members for attendees and donors. Also appearing will be dancers, speakers, comedians, some of L.A.'s finest Gourmet Food Trucks and on the outside lot from 6-8pm, a Hip Hop Street Team Appearance by **93.5 FM KDAY L.A.**

Dread Daze, 8PM



LA Velvet, 10PM



Additional Information

PHOTO OPPORTUNITY: Press passes are available; please RSVP at our contact email address to attend no later than Thursday, November 28. Tickets are \$20: <http://maawbenefitconcert.bpt.me> \$22 at the door. **Options:** (1) See the entire show lineup with time slots, links and bios. (2) You cannot attend the concert but wish to donate. (3) Watch the concert streaming live online at <http://help4guys.org/>.

The abuse and neglect of children is a terrible tragedy, and the effects in the lives of children, the adults they become and their families, friends and coworkers can be profound. Males abused as children suffer some unique harms and face special challenges to healing. Because boys and young men are told by society that they must be strong and brave, they feel guilty and ashamed about having been abused, dominated and vulnerable. Male victims are much less likely to tell anyone what happened to them, let alone to seek professional help to deal with their hurt and go down a path of healing. Some get lost in self-destructive behaviors, seeking refuge in alcohol and drug addictions, sexual addictions, self-mutilation and even suicide. Although a minority, some pass on the pain by becoming abusers of their partners or children, perpetuating the cycle of abuse.

According to Founder Petra Luna, "I still find myself having to explain to people why we care about abused males. Denial about males being victims of abuse remains our biggest problem." Jeffrey Leving, Attorney, legal analyst and CNN, CNBC, MSNBC, FOX and ABC News contributor stated this year, "Worse is the fact that many men who are victims of abuse, not only do not get help, but often assume blame, believing that doing otherwise is a sign of weakness and 'unmanly.' Men face many stigmas and stereotypes that can lead them to blame themselves and discourage them from seeking professional assistance even when they should. These are terrible obstacles for anyone to overcome."

Giving abused males a voice is helping. We have all seen the evidence that males are now more comfortable than ever to speak out about being victims of child abuse. Fortunately, when celebrities speak out, it gives courage to others. This year actor/comedian Darrell Hammond came forward and gave his testimony of child sexual abuse. Michael Reagan (Ronald Reagan's son), a survivor of child sexual abuse, resurfaced as a contributor to many news outlets regarding the high-profile Jerry Sandusky case at Pennsylvania State University, a case where our cause received wide-spread media attention and an astonishing number of victims came forward to testify against their abuser. The stigma of being a sexually abused male no longer holds as much power over victims as it did in the past. Men are coming forward. However, breaking the taboo of silence for these guys remains a challenge. According to experts in the field, 1 in 6 boys will be sexually abused before his 16th birthday; millions more will be the victims of physical, emotional abuse and neglect.

The P. Luna Foundation (PLF) is a registered 501c3 nonprofit organization founded by International recording artist Petra Luna in 2007. In addition to the Male Abuse Awareness Week Campaign, the PLF provides several different ways of serving our online community of abuse survivors. The PLF is the premiere portal and hub program with three different online directory listings of the world's top services and resources for the abused. The PLF also has a vibrant volunteer staff who supplements their therapy and healing by working for their cause. For more information contact Petra at 818.634.8551(direct) or theplunashow@aol.com. P. Luna Foundation is located in Southern California at 5334 Lindley Ave. Suite #136, Encino CA 91319 and in Northern California at P.O. Box 523, San Bruno CA 94066 (for all mail). P. Luna Foundation's organization web site is at <http://www.plunafoundation.org/>.

Resources

Article, re-published, Friday, March 23, 2012: Why Men Don't Seek Help By Jeffery M. Leving

<https://www.facebook.com/notes/petra-luna/why-men-dont-seek-help-by-jeffery-m-leving/10150697321123485>

Department of Health and Human Services- Child Maltreatment 2011 Report,

<http://www.acf.hhs.gov/news/press/2011/ChildMaltreatmentDecrease.html>

1 in 6,

<http://1in6.org/the-1-in-6-statistic/>

END