



Empowering Youth to End  
Domestic Violence

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## **It's no secret. Companies that do good, do well.**

### **Benefit from philanthropy:**

#### **External Benefits**

- Enhanced reputation and improved customer loyalty.
- Increased positive name recognition and brand awareness.
- Strengthening the local economy will increase your potential for revenue.

#### **Internal Benefits**

- Competitive advantage in attracting and retaining employees.
- Improved morale and sense of purpose among employees.
- Community-minded workers improve your customer service.

**We can help you expand your corporate values into the community!**

### **Benefit from Break the Cycle:**

Break the Cycle reaches teens in their communities, on campuses and online—where they are comfortable and connected.

Break the Cycle is featured in hundreds of media outlets each year. Where Break the Cycle is featured, your company will be featured.

We know our bottom line will effect your bottom line and we aim to maximize your return on your investment in our mission. Break the Cycle is a business with a heart.

### **Break the Cycle will connect you to teens.**

Today's teen is

- Strongly individualistic but with a sense of realism and optimism.
- Sincerely committed to purchasing products from companies with a social conscience.
- Influential on parents' spending for both large and small household purchases.
- A trendsetter, establishing fashion, lifestyle and overall trends.
- Using evolving and new technologies everyday in every aspect of their lives.\*

Teens are a growing market:

- The teen population will expand from 32.4 million in 2000 to 33.5 million in 2010.
- In 2005, American teens and young adults spent more than \$158 billion in the marketplace.