



## For Immediate Release

Tuesday, March 16, 2021 – 1:30PM (PDT)

Contact: Carissa Gutierrez, 916.599.1041, [cgutierrez@valor.us](mailto:cgutierrez@valor.us).

### **ValorUS Leads Nationally to Advance Equity and End Sexual Violence *California Coalition Against Sexual Assault Announces Name Change***

**(Sacramento, CA)** The California Coalition Against Sexual Assault (CALCASA) today announced it has changed its name to ValorUS (VALOR) to reflect its national leadership in advancing equity and ending sexual violence. The work of the coalition on behalf of Rape Crisis Centers that serve as California’s Safety Net continues under the allied name of ValorCalifornia.

Over the past 40 years, the organization has evolved from local grassroots activism focusing attention on the prevalence of sexual assault to national leadership dedicated to preventing and ending the social inequities that perpetuate sexual violence. The updated name and brand align with this evolution. The name VALOR reflects the organization’s commitment to align with its values and find the courage needed to lead boldly, both nationally and in California, in the movement to create a world free from violence

“All of us are part of the solution, and we all need to find that **valor** and that courage that is essential to creating a world free from violence,” said Sandra Henriquez, CEO, VALOR, “we believe that ending sexual violence requires fearlessly asserting the dignity of ALL people – it’s on us to advance equity to end sexual violence in pursuit of a just future for everyone.”

Nationally, VALOR leads efforts to:

- prevent sexual violence through its PreventConnect project,
- advocate for policy and systems change through the National Task Force to End Sexual and Domestic Violence, and
- grow leadership in the movement to end sexual violence through the National Sexual Assault Conference.

These projects and partnerships continue as VALOR moves to also forge new and innovative partnerships with diverse organizations, systems, and institutions that prioritize the prevention and end to sexual violence.

VALOR unveiled its new brand identity today via two social media events – one in English and the other in Spanish – celebrating with partners and allies from across the country and coalition members throughout California. VALOR leadership and staff also shared the updated mission and vision statements:

- Mission: Preventing and ending sexual violence by advancing equity and challenging oppression.
- Vision: A world free from violence where the dignity of every person is valued and respected.

For questions and media inquiries, please contact Carissa Gutierrez, Communications Manager at [cgutierrez@valor.us](mailto:cgutierrez@valor.us).

###

**ValorUS** is a national organization committed to advancing equity and ending sexual violence. Since our founding in 1980, we have continued to build dynamic relationships across a diverse range of communities, institutions and systems, and mobilize our network of survivors and advocates to influence change. Through leadership, prevention, and advocacy, we are fearlessly pursuing a world free from violence where the dignity of every person is valued and respected.