N E W S   R E L E A S E

For Immediate Release

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SAVE BILLBOARDS ARE GOING UP
Louisiana Legislative Women's Caucus Urges Women To Stay Alert

State Rep. Yvonne Dorsey Welch, Chair of the Louisiana Legislative Women's Caucus SAVE(Stay Alert and Vigilant...Everywhere) Committee, announced today that billboards will go up Thursday, March 20 to urge women to stay alert and vigilant everywhere against violence and the serial killer terrorizing south Louisiana.

Welch said the billboards, will carry the SAVE message - Please Stay Alert and Vigilant...Everywhere and include a phone number and e-mail address for safety information from the Women's Caucus.

Four billboards will go up in Baton Rouge and two in Lafayette where the serial killer has struck. Locations of the Baton Rouge billboards are Burbank and Siegen, W. Lee and Nicholson, Nicholson near Roosevelt, and Airline and Tom Drive.

Lafayette locations are Bertrand at Johnston St. and Verot School Road at Ambassador Caffery.

Welch said she hopes the billboards will "serve as a reminder to women to be alert and not let their guard down. We have to be smarter about our own safety. This is the only way to protect ourselves from this brutal murderer. I hope women will take our message to heart and repeat it to their friends."

add one - SAVE

The Women's Caucus launched the SAVE campaign in February to bring heightened awareness to the growing problem of violence against females and, in particular, the south Louisiana serial killer. In addition to providing the billboards, safety brochures and other safety information, the caucus has established a reward fund for information leading to the arrest and conviction of the serial killer. Each caucus member donated a minimum of $200 to the fund.

The billboards were donated by Lamar Advertising. The Louisiana Chiropractic Association and Rep. Welch paid for billboard supplies.

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