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**For Immediate Release:**

**CITY OF CLEVELAND TAKES A STANCE AGAINST GANGS**

By Standing Together Against Neighborhood Crime Everyday

Wednesday, August 20, 2008  
Cleveland, Ohio

In 2006, the United States Attorney General identified gang violence as a top priority and announced the creation of a Comprehensive Anti-Gang Initiative (CAGI). Supported by \$2.5 million in grant funds per site, Cleveland was one of six cities initially chosen for this support. This initiative has been focused on integrating three aspects of the anti-gang program to address gang membership and gang violence at every stage: Prevention, Enforcement and Prisoner Reentry.

The City of Cleveland has rebranded this initiative as **STANCE**, asking the community to Stand Together Against Neighborhood Crime Everyday (STANCE).

Its mission is for parents, teachers, families, state and local leaders, and law enforcement agencies to Stand Together Against Neighborhood Crime Everyday (STANCE). In doing so, our nation's youth can grow up in safer communities with less violence and criminal activity.

Teaming up with the City of Cleveland are hometown heroes Troy Smith and Ted Ginn, Sr. Both are excited to spread the word about STANCE to the Cleveland community as well as help Cleveland's youth realize their unlimited potential in achieving all their goals.

"I am no different from you," Smith said to a group of kids at the Cuyahoga County Juvenile Detention Center. "No different at all. As soon as you decide you want to change, the sky is the limit."

The STANCE initiative will be running print, radio and TV spots this month featuring Smith and Ginn.

These spots will talk directly to kids and parents, showing kids that it takes hard work and dedication to achieve their goals and reminding parents/mentors about the importance of being positive role models.

The marketing materials drive people to [www.ClevelandStance.com](http://www.ClevelandStance.com) where they can get more information about what they can do to take a STANCE against gangs. The site features info for kids, parents and teachers and lists organizations that offer assistance.

For more information about STANCE, visit [www.ClevelandStance.com](http://www.ClevelandStance.com).