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MEDIA ADVISORY

Milwaukee Youth Council news conference will unveil anti- car theft campaign

The Milwaukee Youth Council will launch a powerful public service announcement and social media campaign, intended to combat the recent uptick in car thefts committed by teenagers, during a news conference on **Wednesday, April 12 at City Hall.**

With the help of the City Clerk's office and Milwaukee's City Channel, teenage members of the Youth Council have recorded and produced a series of PSA videos that discuss the real-life stories of Milwaukee young people whose lives were destroyed in car theft incidents. Using the hashtag **#NoFreeRides**, the Youth Council will disseminate the videos through social media, and will make them available to local media outlets as well.

"It's no secret that peer pressure can have a tremendous impact on young people," said **Youth Council President Kalan Haywood, II**, a senior at Rufus King International Baccalaureate High School. "What we are trying to do with the **#NoFreeRides** campaign is harness the power of peer pressure for something positive, and reinforce the message that car thefts aren't funny, they aren't cool—they're just dumb, dangerous and illegal."

A diverse collection of teenage leaders from throughout the city, the Youth Council meets regularly to discuss issues that affect their peers and their community, and provides counsel on such issues to members of the Milwaukee Common Council.

What: #NoFreeRides press conference with MYC members

When: Wednesday, April 12 at 2:00 p.m.

**Where: 3rd Floor Common Council Anteroom
City Hall, 200 E. Wells St.**