

# VOGUE

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## Talking Points

*The following are suggested communications messages/"talking points," which may help guide your conversations with media when announcing Vogue's partnership with It's On Us and the opening of the joint charity exhibition at The Met Fifth Avenue.*

- For the first time in Vogue's history, we will be joining forces with a nonprofit to create a completely new kind of experience at The Metropolitan Museum.
- We have seen the great success with the annual Met Gala, and we hope to integrate that model to give back to organizations doing important work, much like It's On Us.
- It's On Us is a national movement created with support from the White House Task Force to Prevent Sexual Assault that works to engage people in conversations to stop sexual violence. Since the launch of #MeToo in 2017, the goals of It's On Us are more relevant than ever before, and we are honored to announce our partnership.
- On the evening of Monday, April 1, the most influential voices in fashion and activism will come together to celebrate the opening of this week-long charity exhibition featuring 20 looks from the Costume Institute styled with It's On Us t-shirts.
- Kerry Washington, actress and It's On Us ambassador, will speak about her involvement, and I will share our goals for the future of Vogue's partnership with It's On Us.
- The exhibition will open to the public on Tuesday, April 2, and all proceeds from tickets sold will go toward supporting It's On Us initiatives to end sexual assault on college campuses around the country.
- For more information about our partnership and the exhibition, please visit [www.vogue.com](http://www.vogue.com).

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