

NATIONAL GUN VICTIMS ACTION COUNCIL INTRODUCES SHATTERED HEART™ AS UNIVERSAL SYMBOL FOR SANE GUN LAWS

New Symbol represents the shattered heart of those affected by Gun Violence

CHICAGO, IL— National Gun Victims Action Council (NGVAC), a national organization founded in 2010 to represent victims of gun violence, has created and shared a stunning new symbol to represent the damage caused by the over one-hundred thousand people killed or injured by firearms in the United States each year—*two million people over the last 20 years.*

The trademark protected “SHATTERED HEART™” is a custom-made work of art that symbolizes the real and tragic effects of our current, ineffective gun policies. CEO and founder, Mr. Elliot Fineman, who lost his son to a senseless act of gun violence, announced the release of this symbol today. It is his hope that all Americans affected by, or who are concerned about, the epidemic of unchecked gun violence in this country could have something to express their loss, and their commitment to change.

“Every major movement that creates change demands a unifying symbol. From the peace sign to the yellow ribbon or the pink ribbon, these images and icons help coalesce national movements and bring with them a sense of unity. Unfortunately, the movement for passage of sane gun laws has lacked a symbol—until now.”

Mr. Fineman charged NGVAC VP/Director of Communications Bill Glasser with the task of creating a fitting symbol for this important cause. “I knew I didn’t want to simply produce another T-shirt, mug or tote bag,” explained Glasser, “My hope was to crystallize the universal sentiment shared by all victims of gun violence—a broken, or shattered heart. The sense of personal loss, as well as the painful knowledge that much of this carnage is preventable, if our politicians were to stand up to the corporate gun lobby.”

Glasser presented the challenge to renowned glass artist Paul Swartwood, who produced the individual artworks that are as unique as each human heart that has been affected. The stunning and moving result of Glasser's vision and Swartwood’s artistry is now available through the National Gun Victims Action Council website at www.gunvictimsaction.org.

ABOUT THE SHATTERED HEART™

The symbolism is unmistakable. A fragile heart of glass that has been irreparably shattered, yet not broken. Even the creation of each individual work of art is highly symbolic. The shattered effect is created by exposing the flawless glass to a sudden violent shock. The shock changes the glass forever, but with delicate attention the heart remains intact, forever reflecting the damage done to it.

Inside the heart is a tempestuous swirl of color, like the birth of a universe or a dark, brooding storm. In the center is a hole, a void that will never be filled.

The SHATTERED HEART™ symbolizes the universal pain experienced by victims of gun violence, including loved ones and friends, as well as the clarity and resolve to remain intact and persevere until we eliminate the senseless tragedies that visit our streets on a daily basis. The hope is that the trademarked SHATTERED HEART™ will be placed in home windows and other public places until sane gun laws are passed.

The SHATTERED HEART™ is Available at <https://gunvictimsaction.org/action-fund/>

ABOUT National Gun Victims Action Council. NGVAC is a non-profit network of 14 million gun victims, survivors, the faith community and ordinary people leveraging their buying power to change America’s gun laws. NGVAC initiated the successful action that caused Starbucks to change its gun policy. NGVAC pursues novel legal strategies to reduce gun violence and encourages corporations to be proactively involved in advocating for sane gun laws. NGVAC can be found at www.gunvictimsaction.org

Director, Media Relations
Cliff Schechter
202.270.7011
Cliff@gunvictimsaction.org