



**TAKE 5: STOP THE VIOLENCE! CAMPAIGN**  
**The Implementation of a Community Violence De-Escalation Strategy**

The **Take 5: Stop The Violence Campaign** brings an intentional focus on Self Control to the conversations about Gun Control and Violence Prevention. Because a significant percentage of violent crimes (via guns or any other means) occur during the escalation of simple ‘everyday personal-conflict encounters’, a key element for the de-escalation of any such situation is to make ‘easy-to-use’ tools for that process accessible and available.

The **Take 5: Stop The Violence! Campaign** is a sequence of concerted efforts designed to saturate the market with a message **Proposing Personal Pause, Teaching Tangible Tolerance and Cultivating a Culture of Peace (Count “1, 2, 3, 4, Take 5”)**. This Campaign is offered as a behavioral health approach to what is, at its root, a behavioral health issue. Where it is not a ‘fix all’ solution to the multi-faceted violence epidemic that plagues us, our active promotion of the practice of “**Taking 5**” is a simple hands-on way to begin the process of adjusting the hardwired default settings in our communities from ‘*entitled reactivity*’ to ‘*pro-active peacekeeping*’ ...one person at a time...one situation at a time...one community at a time.

You are invited to be a part of the circle of individuals and organizations gathering around promoting **The Practice of Peaceful Self-Restraint** as a common tool in the effort to **Stop The Violence** and **Cultivate a Culture of Peace**. Please join us at the **PHILLY PASS THE PEACE RALLY** on Saturday, September 28, 2024 to announce the launch of the **Take 5: Stop The Violence Campaign**, the ceremonial signing of the **Passion For Peace Pledge**, and mark the release of my latest music project entitled **The Permanently Peaceful Project** – It will also be a reception to bring together Philadelphia’s Community of Peacemakers.

**PHILLY PASS THE PEACE RALLY**  
**PASSION FOR PEACE PLEDGE SIGNING CEREMONY**

***Sponsored by: TAKE 5: Stop The Violence Campaign and PEACE AND HARMONY RECORDS***

**Saturday, September 28, 2024 @ 12:00n - 4:00p**  
**Berean Presbyterian Church - Anderson Hall (Diamond Street Entrance)**  
**2101 North Broad Street - Philadelphia, PA 19122**

**11:45a Gathering Rhythms**

**12:00n Press Conference re: Take 5: Stop The Violence Campaign Launch & Coalition**

**12:30p Passion 4 Peace Pledge Signing Ceremony**

**12:45p Campaign Soundtrack Release Performance Set**

**1:00p Peacemakers Reception / *Passion For Peace Pledge* Signing /Refreshment Reception**

**4:00p Closing Ceremony**

**TAKE 5: STOP THE VIOLENCE! – A Violence De-Escalation Campaign**  
**[www.Take5StopTheViolence.com](http://www.Take5StopTheViolence.com) \* [wcooper@Take5StopTheViolence.com](mailto:wcooper@Take5StopTheViolence.com)**



## **PASSION FOR PEACE (P4P) PLEDGE**

I PLEDGE TO SEEK PEACE OF SPIRIT, BODY AND MIND

I PLEDGE TO KEEP SEEKING UNTIL PEACE I FIND

I PLEDGE TO LEAVE ALL NEGATIVITY BEHIND

AND MOVE FORWARD WITH A PASSION FOR PEACE

AND SO IT IS.

Signed:

Please consider joining the Community of those who are taking this pledge and signing in person at our Event or online

<https://Take5StopTheViolence.com/pledge>

