

## PRESS RELEASE

### **For Release:**

9 a.m. GMT, 23 January 2008

### **Contact:**

Sabrina Dent  
Sabrina@SabrinaDent.com  
0857 651 016

### **TwoTitsandaVote.com Launches Online Campaign Site**

New website takes on the HSE and turns busy women into political campaigners.

CORK CITY, Cork - A new website that aims to turn Ireland's women into political campaigners who pack a punch has launched at TwoTitsandaVote.com. The site will present a series of issues and give women concrete tools to take action around them. For its inaugural crusade, the site is urging women to demand better access to breast healthcare.

"Women make up more than 50% of the Irish population, but as a group, we're not particularly politically active, nor are women or our issues well represented in government," noted Sabrina Dent, the site's creator. "Of the current lot of TDs, only 12% are women. Because we're not vocal enough as voters, we're not regularly demanding attention where we want it to be focused."

The site has launched with **Better Access to Breast Health Care, Now** as its first campaigning issue. Highlighting service withdrawal from hospitals, excessive waiting times and Dail debate on the issue, Two Tits and a Vote enables women to send real world letters, postcards and petition signatures from the website.

"Women today face unprecedented demands on their time," noted Sabrina Dent, the campaign's creator. "Women care passionately about the healthcare issues that affect ourselves, our friends and our families, but to channel that passion into action, many of us need streamlined mechanisms that will put our views in front of politicians without taking up vast amounts of time we don't have."

To solve that problem, the site presents women with three things they can do online to act immediately that will translate into real world action:

- For €2.50, a visitor can purchase a high-impact **postcard** that will be posted with a personal message on her behalf to Mary Harney.
- Templates for **letters** to the HSE and local TDs can be downloaded free of charge. They can be edited and personalised or posted off as is.
- A visitor can add her name to the online **petition** demanding better access to breast healthcare in Ireland, which will be printed out and delivered with names and addresses to Mary Harney at the HSE on March 6<sup>th</sup>.

Each action is accompanied by a time estimate - ranging from one minute for the petition to ten minutes for the letters - so women can finish an action in as much time as they can spare.

Addressing questions about the site's name, Dent commented that "It's meant to be a bit shocking. We're calling attention to issues that need urgent attention, issues that are being vaguely talked about by politicians but not dealt with. On

balance, the name of the site is far less shocking than a four month wait for a simple diagnostic ultrasound appointment when you're bleeding from one breast."

###

For more information about this story, or to schedule an interview, please call Sabrina Dent on 0857 651016 or email [sabrina@sabrinadent.com](mailto:sabrina@sabrinadent.com)

NOTES TO EDITORS: TwoTitsandaVote.com is also available under the alternative domain of TwoBreastsandaVote.com.