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FOR IMMEDIATE RELEASE

The Gabby Petito Foundation, together with Looped Solutions™ Announces new Alliance To Prevent Domestic Violence, Educate Communities, and Help Find The Missing

(Vero Beach, FL & Hermitage, PA) – February 17, 2025 –The Gabby Petito Foundation, together with technology partner, Looped Solutions™, today announced the launch of the Gabby Petito Alliance, an innovative collaborative whose mission is to focus on prevention of domestic abuse, promotion of healthy relationships, and help to find missing loved ones. The new initiative centralizes and delivers innovative tools and resources to empower youth and their families, communities, and a network of international and national supportive services. Stated Nichole Schmidt, President of the Gabby Petito Foundation, “We are excited to launch the Gabby Petito Alliance to offer a wide variety of vetted and credentialed resources all in one place. Our goal is not to reinvent the wheel, but instead to enhance and streamline access to existing programs, ensuring that individuals and organizations can easily find the resources and support they need when they need them.” She added, “ We found that there are so many agencies and organizations who provide amazing programs and services and we believe that by collaborating with these experts in each of their fields, the Alliance can serve as a comprehensive hub bringing them all together.”

The Gabby Petito Alliance comprises a wide range of domestic abuse prevention and education solutions, resources and programs that can help finding missing loved ones, a menu of customized educational initiatives for school-aged youth, and turn key community training programs. Added Schmidt, “ We believe we can create a stronger network of care and assist those in need to navigate their challenges with confidence and hope.”

The Gabby Petito Foundation was established in the fall of 2021, shortly after Schmidt’s 22-year old daughter, Gabby Petito, went missing while on a cross-country road trip. After an intensive search, it was discovered that Gabby’s life was tragically cut short - a victim of domestic violence. The Foundation was established to turn their family’s personal tragedy into a positive force by bringing important issues into the forefront of the public eye through awareness and education.

Stated Tara Petito, Gabby’s step mother and the Foundation’s board secretary, “We have identified so many truly incredible partners, each who brings a wealth of knowledge and expertise within their respective programs. We are thrilled to be able to collaborate with them under the umbrella of The Gabby Petito Alliance.”



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One such partner is women-led technology company, Looped Solutions, who serves as the exclusive technology partner for The Gabby Petito Alliance. Explained Founder and CEO, Kara Wasser, “We are honored to be able to offer our development and design services to support this exciting initiative. Together, with the remarkable individuals at the Gabby Petito Foundation and others who share this vision, we have been able to create The Gabby Petito Alliance, a powerful, engaging education platform to reach young people and help prevent domestic abuse and intimate partner violence by compiling critical resources that target and provide solutions to these societal issues.”

Gabby Petito’s story made national headlines as the world looked for her, praying she was still alive. Her story has inspired people around the world and will continue to help others to be free from the dangers of intimate partner violence.

“Gabby was a free spirit that loved life, travel, art and nature. The launch of the Gabby Petito Alliance allows us to shine a bright, new light on her life and her memory,” said Petito. “We designed the Alliance website by incorporating the things that we know Gabby loved and using imagery and elements that reflect her life while also supporting this journey.”

“The entire concept for the Alliance, including the logo and website and program names, were thoughtfully designed to mirror our mission and keep Gabby at the forefront,” stated Schmidt.

The Gabby Petito Alliance programs include:

Gabby’s Voice - Best practice educational programs, resources, and tools

Gabby’s Wings - Domestic abuse prevention and education programs

Gabby’s Channels - A multi-channel, social media outreach initiative

Gabby’s Butterflies - Evidence-based youth education and outreach programs

Gabby’s Wish - Committed resources to finding missing loved ones

Gabby’s Light - Essential tools and resources to support survivors and their families

Gabby’s Hive - A community of partners, educators, service providers, and advocates

Alliance Partners

To date, the Alliance has partnered with more than a dozen agencies and organizations encompassing a wide range of services, tools, resources and programs. Collaborators include direct service provider organizations such as The Heights Ellis County Family Resources located in Midlothian, Texas. Stated Jennifer Salzman, executive director, “at The Heights, we believe that real change happens when we link arms with others who share our mission. Partnering with the Gabby Petito Alliance is a powerful reminder that not one organization can do this work alone.” She continued, “The ‘Power of We’ is more than a concept—it’s a movement that brings together advocates, resources, and expertise from across the



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country to guide victims to safety, provide hope, and ultimately save lives. Together, we are stronger, and together, we will make a lasting impact.”

By embracing a collaborative approach to prevention, education, and support services under one unified platform, the Alliance increases access to a variety of outcomes based initiatives that educate and empower communities, while fostering a unified and informed response to domestic violence and finding the missing. These programs include PurpleOne, an evidence-based community education and bystander training program funded by the Office on Violence Against Women (OVW) created to unite communities against domestic violence. “PurpleOne is honored to partner with the Gabby Petito Foundation and Looped Solutions in uniting organizations dedicated to addressing domestic violence,” said Lori Palisin, executive director of PurpleOne. “We are proud to be recognized as part of this important alliance and to contribute to efforts aimed at preventing domestic violence across all communities. We look forward to collaborating with our partners to drive meaningful change.”

“We know that we can achieve far greater things by working together”, stated Petito. “We are incredibly thankful for the opportunity to have established and nurtured valuable relationships with industry partners and welcome other organizations and service providers to join us as an Alliance contributor”. Those interested in becoming an Alliance partner, can submit an application on the Gabby Petito Alliance website at <http://gabbypetitoalliance.org/>.

“American Murder: Gabby Petito” Documentary Series Schedule to Air

The timing for launch of the Gabby Petito Alliance initiative is in conjunction with the release of the Netflix documentary, “American Murder: Gabby Petito” a powerful new three-part documentary series that goes beyond the headlines to share Gabby’s story through the voices of her family and friends. The series features real text messages, video footage, and excerpts from Gabby’s personal journals, offering a deeply personal look at the young woman behind the media frenzy.

Through this intimate portrait, viewers witness the heartbreaking reality of a young woman caught in an abusive relationship behind closed doors, even as she maintained an “Insta-perfect” image on social media. The first part of the documentary is scheduled to air on Monday, February 17th.

Explained Schmidt, “We participated in this documentary to help bring critical awareness to domestic violence and the growing crisis of missing persons. By continuing to share Gabby’s story, the continued work of the Foundation, and launch of The Gabby Petito Alliance, we hope to educate others, spark meaningful conversations, and drive change to prevent these tragedies from happening to others.

For more information about The Gabby Petito Foundation, visit: gabbypetitofoundation.org

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To watch the documentary trailer click here:

<https://www.netflix.com/tudum/videos/american-murder-gabby-petito-trailer>

About The Gabby Petito Foundation

In September 2021, tragedy struck our family and friends. Our daughter Gabby was missing, and we would soon find out that she was murdered by her boyfriend while on a cross country road trip.

[Gabby's story](#) spread like wildfire across the globe, we knew immediately we had to turn this tragedy into meaningful purpose. In the wake of Gabby's murder, Gabby Petito Foundation was born. Our Foundation is rooted in the belief that we all have an inherent responsibility to make a meaningful difference in our communities. We are honored to be assisting organizations that provide immediate tangible help to survivors of domestic violence, and we are proud to work with organizations that assist with locating missing persons. With a variety of big ideas and goals, it is our hope to be at the forefront of positive and pro-active change with awareness, prevention strategies, and education.

Our mission is to prevent domestic violence and support the search for missing persons through education, awareness, and prevention strategies. We are committed to empowering communities and fostering partnerships that strengthen efforts to end domestic violence and reunite families with missing loved ones. By developing innovative programs, providing essential resources, and advocating for systemic change, we aim to create a safer, more supportive, and collaborative environment for all.

We are proud of our efforts and could not have done this work without ongoing support we have received from around the world which is appreciated more than people could ever understand. Together, we can make a difference, save lives, bring missing loved ones home, and hopefully prevent tragedies like Gabby's from happening to anyone else.

Learn More at gabbypetitofoundation.org or gabbypetitoalliance.org

About Looped Solutions™

Looped Solutions™ is a women-led tech company that innovates personal and critical connections to users' most valued networks through its cross-platform applications. We empower service providers and communities by delivering technology solutions that prioritize safety, privacy, and efficiency. By leveraging our proprietary platform, Looped Launchpad™, we uniquely build products that enable safe connection, streamline communication, enhance customization, bridge gaps, and innovate with purpose.



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Our mission is to design solutions that innovate the connections that encompass how we live, how we work, and how we engage with our most valued networks and communities.

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