

For immediate release
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YWCA WALK A MILE IN HER SHOES®
MEN WEAR HEELS – AND COSTUMES – FOR A ROCKIN’ CAUSE

Calgary, Alberta- On Thursday, September 19 the eighth annual **YWCA WALK A MILE IN HER SHOES®** fundraiser took place at Olympic Plaza. A spectacle of 275 male participants walked two laps in high heels to support of the YWCA of Calgary. The men raised more than \$402,000, which will enable the YWCA to continue to provide counselling, education, housing and emergency shelter services for women and children fleeing family violence.

Every year there are a number of “head-turners” at **YWCA WALK A MILE IN HER SHOES®** and this year was no exception when Courtney Love, Pat Benatar, Tina Turner, Janis Joplin, Stevie Nicks and Cindi Lauper lookalikes stepped onto the scene. The group from First Calgary Financial dubbed their team the Rockin’ Walkers and were the judges’ choice for “Polished Parade.”

The top individual strutter, or the “Most Flamboyant Footwork” recipient, was Allan Weller this year for his elderly woman in flashy striped socks costume.

Presenting Sponsor Pengrowth Energy Corporation took the “Top Team” award for the third year in a row for most dollars raised with more than \$166,000 and their CEO and captain Derek Evans was crowned “Top Walker,” having raised almost \$130,000 himself! The team donned their traditional matching pink cowboy hats in true Calgarian style.

Although **YWCA WALK A MILE IN HER SHOES®** had a fun and light-hearted tone, the cause of the event was not lost on the crowd. Prior to the walk’s commencement, guest speaker and fellow walker Adam Frisch delivered some powerful words about the death of his sister and hope for future victims with the help of the community.

“After the murder of my sister Karen Beck on November 15, 2007 by her husband, I co-founded the site www.never-give-up.com to help raise awareness and education around family violence,” Frisch said. “I’m here to honour all family violence victims - young, old, men, women, gay, straight - let’s make a difference in someone’s life by participating in this event together.”

Donations are still being accepted at www.walkamile.ca

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About the YWCA of Calgary:

As the YWCA of Calgary moves into the next 100 years of serving women, we continue to adapt to the changing needs in the city. Serving more than 8,700 clients in 2012, across a continuum of programs and services including housing and shelter, counselling and education, the YWCA is focused on empowering women and their families to move from a place of vulnerability to one of hope and resilience. For more information, visit ywcaofcalgary.com

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