

For immediate release
September 19, 2013

CALGARY MEN STEP UP TO HELP END FAMILY VIOLENCE

Calgary, Alberta- Today the YWCA of Calgary hosts the eighth annual **YWCA of Calgary WALK A MILE IN HER SHOES®** fundraiser. This fun and light-hearted event – with a serious cause behind it - asks male participants to slip on a pair of high heels and walk two laps around Olympic Plaza. These brave men have spent weeks raising dollars that enable the YWCA to provide services for women and their children who are fleeing family violence.

Among the walkers are several local celebrities including a handful of radio personalities from multiple stations. Jonathan Denis, Alberta's Minister of Justice and Solicitor General and Adam Frisch, a long-time participant whose sister died as a result of family violence, will speak on the subject of family violence and its dramatic impacts on those exposed.

Frisch says his reasons for participating in the fundraiser and supporting the YWCA are rooted in a desire to help. "[This fundraiser] reminds me that with each step I take, I'm helping a woman in need move toward a healthier life."

After choosing the perfect pair of shoes from the YWCA's fabulous collection, more than 270 brave men will 'strut their stuff' while a panel of high profile judges will determine who has the most poise and charisma. The top individual strutter will receive the honour of Most Flamboyant Footwork and the top team will be pegged the Polished Parade.

Pengrowth Energy Corporation, in their third and final year of event sponsorship, will be defending the "Top Team" and "Top Walker" trophies for most dollars raised.

"While the fun and lively time that **WALK A MILE IN HER SHOES®** creates is a great opportunity to rally our people, the most important thing for all of us at Pengrowth is that we are making a difference in the lives of families facing very tough circumstances," said Derek Evans, President and CEO, Pengrowth. "Any time we can do that, we know we are playing our part. We are proud to have sponsored this event for three years and we're confident another organization will take up the challenge next year!"

Last year **YWCA of Calgary WALK A MILE IN HER SHOES®** raised more than \$460,000 for the YWCA. This year's goal is even higher. As a result of flood disruption and the permanent loss of the YWCA's social enterprise, Fitness on 5th due to extensive damage, the needs for community support to enable the YWCA to continue to serve vulnerable women has grown.

"A crisis often increases the need for longer term supports related to family violence and affordable housing," says Sue Tomney, Chief Executive Officer, YWCA of Calgary. "The men walking today attest to the depth of compassion and philanthropy that exists within Calgary and we are extremely grateful for their support."

Donations to the event or a specific team or individual are still being accepted at www.walkamile.ca

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Media are invited to attend **YWCA of Calgary WALK A MILE IN HER SHOES®** Thursday, September 19, 2013 at Olympic Plaza. Walker registration begins at 11:00 am and media spokespeople will be available at 11:45 am with

the walk beginning at noon. A media table will be stationed on 8th Avenue walk near the MacLeod Trail SE and 8th Avenue entrance.

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

For information and interview inquiries please contact:

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