



MEDIA ADVISORY
ENDING FAMILY VIOLENCE IS NO SMALL “FEET”

Celebrating the 10th anniversary of YWCA WALK A MILE IN HER SHOES[®], male participants will walk a new route in high heels to help women and their children walk away from family violence.

WHAT: **YWCA WALK A MILE IN HER SHOES[®]** raises funds to help the YWCA of Calgary to provide shelter and support to women and their children who are fleeing family violence. This fun and light-hearted event, with a serious focus, asks male participants to don high heels and ‘walk a mile’ in recognition of vulnerable women and their families.

WHY: The funds raised at **YWCA WALK A MILE IN HER SHOES[®]** provide emergency shelter, basic needs, housing, counselling and education programs to ensure women and their families are safe from family violence and can move from a place of vulnerability to one of strength and resilience.

WHO: **Media spokespeople:**
Sue Tomney, Chief Executive Officer, YWCA of Calgary
Louise Gallagher, victor over domestic violence
Ben Tsui, seventh year participant

Notable attendees:
Mile Ellis, MLA-Calgary-West, participant
Brian Malkinson, MLA-Calgary-Currie, participant
Dr. David Swann, MLA-Calgary-Mountain View
Dixie Knights band
More than 150 brave participants

WHEN: **Thursday, September 17, 2015:**
11:00 a.m. (Registration at Bankers Hall)
12:00 p.m. (Walk begins)
12:30 p.m. (Media spokespeople available at Olympic Plaza)

WHERE: The walk begins at Bankers Hall and follows Stephen Avenue east, ending at Olympic Plaza. Olympic Plaza (MacLeod Trail SE and 8th Avenue entrance), 228 – 8th Avenue SE
Media table on 8th Avenue walk

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About the YWCA of Calgary:

The YWCA of Calgary is the largest and longest serving women’s organization in Calgary. Through its more than 104 year history, the organization has touched tens of thousands of lives and evolved its programs to meet the changing needs of women in the community. The YWCA offers more than 18 programs that create a continuum of service for women and their families who are struggling with poverty, homelessness, family violence and isolation.

With the focus on empowering women to move from a place of vulnerability to one of resilience, the YWCA continues to be there when and where she needs us most.

For information and interview inquiries please contact:

Carla Link
Manager, Marketing & Communications, YWCA of Calgary
Cell: 587.228.8663 | Phone: 403.705.5779 | Email: clink@ywcaofcalgary.com