

November 2, 2017

PLEASE CONSIDER PARTICIPATING - Shine a Light on Woman Abuse Campaign

Juniper House, SHYFT Youth Services, and the Tri County Women's Centre are collaborating with the London Abused Women's Centre to bring their campaign, **SHINE A LIGHT ON WOMEN ABUSE**, to the Tri-Counties.

"The goal of the campaign is to raise awareness of men's violence against women by turning cities, regions and counties **purple** for the month of November", explained Lisanne Turner, Sexualized Violence Services Coordinator at the Tri County Women's Centre. "This campaign is a symbol of solidarity with abused women as we support them in understanding that any shame and/or blame they may feel does not belong to them but to the perpetrators of their abuse. It is also an opportunity to raise the profile of the community agencies that can provide abused women and girls with help, as they attempt to live their lives free from violence and abuse".

"The London Abused Women's Centre uses their annual campaign to remember and honour two women who have been impacted by woman abuse in Canada and encourage everyone to use purple lighting to express their support for stopping violence against women in our society", explained Adam Dolliver, Executive Director of SHYFT Youth Services.

This year Cindy Gladue, a 36-year-old Cree woman, and a mother of three from Edmonton, Alberta who was murdered, and Ashley Desjardin from London, Ontario, who survived abuse in a previous relationship, are being remembered and honoured this year.

"This campaign will lead into Juniper House's Annual Purple Ribbon Campaign, November 25th to December 10th, with Wednesday, December 6th being the *National Day of Remembrance and Action on Violence against Women and Girls*. **The campaigns go well together as both campaigns aim to raise awareness, support women's experiences as well as giving an opportunity to raise the profile of the community agencies that can provide assistance to women and girls experiencing violence or abuse**", explained Lisa Newell-Bain, Executive Director of Juniper House.

Purple is a symbol of courage, survival, and honour, and has come to symbolize the fight to end woman abuse. We invite local businesses, schools, Municipalities, recreation facilities, parks, the offices of elected officials, places of worship, and homes to go purple! Decorate with purple lights, streamers or any other purple material you want to use.

If you are having difficulty finding purple lights call one of the numbers below. More on the campaign can be found at - **Shine the Light on Woman Abuse" Campaign.**

Please contact one of the three agencies prompting this campaign to get involved.

Juniper House – Lisa Newell- Bain - 902-742-4473

SHYFT Youth Services – Adam Dolliver or Jerica Matthews - 902-881-3111

Tri County Women's Centre - Bernadette MacDonald or Lisanne Turner – 902-742-0085

