

FOR IMMEDIATE RELEASE

**Whistler's Fifth Annual Walk A Mile In Her Shoes Event Raises \$5,800
For Howe Sound Women's Centre Society Programs**

WHISTLER, BC (April 21, 2014) The Howe Sound Women's Centre Society is pleased to announce Whistler's 5th Annual Walk a Mile in Her Shoes event raised \$5,800. The event, which is part of the international movement of men's marches aimed at raising awareness of the issue of gender violence, took place on Sunday, April 20 during the final day of the World Ski and Snowboard Festival. Twenty eight men collected pledges and donations from family, friends, and by-standers as they walked through Whistler Village in women's high heel shoes. The proceeds raised will support ongoing programming at the Whistler Women's Centre, such as emotional support, referrals, clothing, necessities, health, safety and advocacy for women and their children.

"This event is an integral part of our fundraising efforts to provide support for women and children in our community who have faced violence and inequality," says Sheila Allen, executive director of the Howe Sound Women's Centre Society. "And equally important is our ability to engage men in conversation about these issues so that they can become part of the solution for society as a whole. By participating in the Walk a Mile in Her Shoes event, you are making a statement that violence of any nature is unacceptable."

This event has generated thousands of dollars in support of Howe Sound Women's Centre Society Whistler-based programs since it began 5 years ago. Walkers are provided with red high heel shoes made specifically for men, and this year, Olympian Rosalind Groenewoud provided coaching tips for the men before they embarked on a 'symbolic mile' through the village stroll. Prizes were awarded for the top individual fundraiser, which went to Rob Knaption from Whistler RCMP, and props for top fundraising team went to Team Pro Ride, which has participated in the event consecutively for five years.

About The Howe Sound Women's Centre Society

The Howe Sound Women's Centre Society is a charitable organization that has been serving the Sea to Sky Community for 32 years. The Women's Centre is focused on supporting women, children and youth who are in need of emergency shelter, support, referrals and advocacy, and in particular, those who are victims of abuse. The Women's Centre offers emergency housing through Pearl's Place Transition Home and Pearl's Safe Home, children and youth focused programs such as Children Who Witness Abuse counselling and Violence is Preventable education, multicultural outreach, and health and wellness programs. The Squamish and Whistler Women's Centres receive over 5,500 visits annually. The Women's Centre also operates Pearl's Value & Vintage, a second hand thrift store selling gently used and vintage goods, with all proceeds from sales supporting Howe Sound Women's Centre Society programs.

Photo credit: Alexandra Watson/Coastphoto.com

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