

FOR IMMEDIATE RELEASE

Forty-Eight Men Strap On Heels To Raise \$4,576 For Howe Sound Women's Centre Society

SQUAMISH, BC (June 29, 2015) On Saturday June 13, 48 men took Cleveland Avenue by storm in red high heel shoes, participating in Howe Sound Women's Centre Society's 7th annual Sea to Sky Walk a Mile In Her Shoes event. The event is part of an international men's march to end rape, sexual assault and gender violence. Men from the community were encouraged to stand up for the prevention of violence against women by walking a symbolic mile in high heel shoes. Participants collected pledges prior to the event. Their efforts raised \$4,576 for the Society, which will fund the continued operation of the Squamish Women's Drop-In Centre.

"We were pleased that 48 men participated in the walk, taking a visible stand against violence against women while raising money to support women and children impacted by violence" says Shana Murray, Community Program Manager of Howe Sound Women's Centre Society. "We envision a day when all women and their children are valued and lead healthy lives – supported, connected to the community and violence-free. Engaging boys and men as allies in violence prevention is critical to realizing this vision and ending violence against women."

This year, Mayor Patricia Heintzman provided coaching tips on walking in heels to participants. The event also featured music by Cam Salay. Radio personalities Carl Brown and Darren McPeake participated in the walk along with 13 Squamish Firefighters. Prizes were awarded to top fundraising teams and top individual fundraisers. Sponsorship support was provided by Mountain FM, The Squamish Chief, Squamish Savings, Century Signs, Coast Mountain Photography, Galileo Coffee Company, Save On Foods, Chaelyn Falconer Photography, The Crabapple Cafe, The WaterShed Bar & Grill, and Match Eatery & Public House.

About The Howe Sound Women's Centre Society

The Howe Sound Women's Centre Society is a for purpose charitable organization that has been serving the Sea to Sky Community for 33 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 experiencing high conflict, violence or 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, Working Through Separation and Divorce Counselling, and Violence is Preventable Education, as well as 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.

For more information, visit www.hswc.ca

Media contact:

Shana Murray, Community Program Manager

T: 604-892-5748

E: cpm@hswc.ca