

FOR IMMEDIATE RELEASE

### **Thirty Nine Men Strut Their Stuff Through Downtown Squamish In High Heel Shoes To Raise \$10,775 For Howe Sound Women's Centre Society**

SQUAMISH, BC (July 7, 2014) Heads were turning on Saturday, July 5 as thirty nine men strutted down Cleveland Avenue in downtown Squamish in red high heel shoes. They were all part of the 6<sup>th</sup> annual Walk a Mile in Her Shoes event held by the Howe Sound Women's Centre Society, whereby men from the community were encouraged to stand up for the prevention of violence against women, collect pledges, and literally step outside their comfort zone to walk a symbolic mile in high heel shoes. Their efforts raised \$10,775 for the Society, which will fund the continued operation of the Squamish Women's Drop-In Centre.

"Each man participating in the event has his own reasons for walking, and collectively, it demonstrates that men from our community believe that all people should have the basic human right to live free from violence, oppression, and abuse," says Sheila Allen, executive director of the Howe Sound Women's Centre Society. "Reports of violent crimes against women and girls are on the rise, both locally and internationally. To end gender violence once and for all, we feel it is essential to engage men to be part of the solution. And that's really what the Walk a Mile in Her Shoes event is all about."

This event was part of the international movement of men's marches aimed at raising awareness of the issue of gender violence. Walkers were provided with shoes made specifically for men, and this year, Olympic Half Pipe Skier Rosalind Groenewoud provided coaching tips on how best to walk in women's shoes. Prizes were awarded for the top fundraising team, which went to Squamish Fire Rescue, top individual fundraiser, which was awarded to Robert Stubbs, and most animated walker was awarded to Joe Stubbs. Radio personalities Carl Brown and Darren McPeake also participated in the walk. Sponsorship support was provided by Squamish Savings, Galileo Coffee Company, Howe Sound Inn & Brewing, Mountain FM, The Squamish Chief, Coast Mountain Photography, Century Signs, and Save On Foods.

#### **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 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 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](http://www.hswc.ca).

Photo Credit: Chris Stark/Coastphoto.com

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