

FOR IMMEDIATE RELEASE

**Howe Sound Women's Centre Society Announces Annual Walk A Mile In Her Shoes Event To Be Held During 2014 World Ski & Snowboard Festival**

WHISTLER, BC (March 26, 2014) The Howe Sound Women's Centre Society is pleased to announce this year's Walk A Mile In Her Shoes Event will be held during the World Ski & Snowboard Festival on Sunday, April 20, 2014. The event is part of the international movement of men's marches aimed at raising awareness of the issue of gender violence. Participants collect pledges from family and friends to support their efforts to walk through Whistler Village in women's high heel shoes. All proceeds go to support Howe Sound Women's Centre Society programs.

"Partnering with the World Ski & Snowboard Festival is a wonderful opportunity to raise awareness of this event," says Sheila Allen, executive director with Howe Sound Women's Centre Society. "We are grateful for the support demonstrated by Watermark Communications Inc. and Festival Partners Whistler Blackcomb and Tourism Whistler for making the Howe Sound Women's Centre Society an official charity of this year's Festival. The funds raised through this event will go directly towards supporting women and children in our community who are affected by violence and abuse."

Men are encouraged to form teams with their family, friends, colleagues, sports teams or professional groups, and challenge others to see who can raise the most funds. The fundraising goal for this year's event is \$10,000. Walkers are provided with red high heel shoes made specifically for men, as well as coaching tips on how best to walk in women's shoes, before they embark on a 'symbolic mile' through the village stroll dressed in their own work wear, uniforms and athletic wear. Friends and family are welcomed to march alongside in support of the men.

Registration begins at 1:00 pm outside of Mogul's Café at 4208 Village Square. The walk starts at 1:30 pm, and prizes for top fundraising team, top fundraising individual, and most animated walker will be awarded at 2:15 pm. Event participants, donors and spectators can find out more information and register online at [www.hswc.ca/walkamile](http://www.hswc.ca/walkamile).

This year's Walk A Mile In Her Shoes event also helps to wrap up Prevention of Violence Against Women Week April 13 – 19, during which time the Howe Sound Women's Centre Society presents The Clothesline Project, an annual campaign also focused on raising awareness about the issue of violence against women. Members of the community are invited to drop by the Whistler Public Library throughout the week to design t-shirts with words or images that represent their personal beliefs, understanding or experiences of violence against women. The t-shirts will remain on display for the duration of the week. T-shirts and art supplies will be provided. Drop in times will be announced at a later date.

### **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 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 for women. 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: James Cattanach/Coastphoto.com

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