

FOR IMMEDIATE RELEASE

Howe Sound Women's Centre Society Launches #HonourHer Campaign To Highlight Women Of Inspiration

SQUAMISH, BC (February 1, 2017) Howe Sound Women's Centre Society (HSWC) is proud to announce the launch of the #HonourHer Campaign beginning February 1, 2017. To celebrate and honour International Women's Day on March 8, 2017, HSWC is inviting the community to post photos on social media that represent women in their lives who inspire them, while using the hashtag #HonourHer to connect and engage with other members of the community around this theme. The #HonourHer campaign will showcase a collection of user generated photography and dialogue that highlights the importance of a diverse, inclusive and gender equal world.

"International Women's Day is an important milestone in our annual event calendar that celebrates the social, cultural, political and economic role of women in society." says Megan Reynolds, executive director with Howe Sound Women's Centre Society. "Through this campaign, we hope to inspire all members of our community to share their stories of strong, resilient, and compassionate women and how they've made a difference in their lives."

Beginning February 1, 2017, users can take photos of women who inspire them and post on Facebook, Twitter and Instagram using the hashtag #HonourHer. Tagging the woman described in the photo is also encouraged. Images will be shared and highlighted by Howe Sound Women's Centre Society.

HSWC will also be hosting the annual fundraising event '*Raising Our Voices, a Celebration of International Women's Day through Song*' at Dusty's Bar & BBQ in Whistler on Wednesday, March 8, 2017. The evening will feature an all-female lineup of more than 20 singers, songwriters and musicians, along with a silent auction and 50/50 raffle. Performances begin at 7pm with tickets by donation at the door.

About The Howe Sound Women's Centre Society

The Howe Sound Women's Centre Society is a purpose driven charitable organization that has been serving on the traditional territories of the Squamish and Lil'wat Nations in the Sea to Sky Corridor for 35 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 House 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, multicultural outreach, and health and wellness programs. We acknowledge and respect the unique needs of Indigenous women and their families given the history and ongoing impacts of colonization and oppression in Canada. The Squamish and Whistler Women's Centres receive over 3,850 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.

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