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## **YWCA Spokane Launches New “End The Silence” Campaign During National Domestic Violence Action Month**

Over 40 Local Businesses, Law Enforcement, and Educational Institutions Partner with YWCA Spokane To Take A Public and Visual Stand Against Domestic Violence

**Spokane, WA** – YWCA Spokane announces the launch of a new community engagement campaign called “End The Silence” this October in alignment with both Domestic Violence Action Month and YWCA’s global Week Without Violence efforts.

### **END THE SILENCE – A COMMUNITY PARTNERSHIP**

Participating community members, law enforcement, institutions, and local businesses have been asked to identify themselves as allies for domestic violence victims and show visual support against the silence that surrounds domestic violence using a [toolkit](#) of promotional and educational resources provided by the YWCA Spokane. Over 40 businesses and agencies have been established as partners for this year’s campaign.

This Thursday, October 20<sup>th</sup>, the Spokane Police Department Domestic Violence Team will partner with Sweet Frostings bake shop, located at 15 S Washington St, Spokane, WA 99201, to promote the End The Silence campaign by offering free mini cupcakes and End The Silence decorated cookies. One dollar of every cookie sold will be donated to the YWCA’s programs and services.

### **WHY ‘END THE SILENCE’?**

The feeling of shame, isolation, and a lack of safe ally support are often major factors that contribute to a victim’s choice to remain in an unsafe or unhealthy relationship. The End The Silence campaign goal is to stop victim blaming and ask the community to stand together through know they are not alone, safe allies are out there, and they don’t have to do this on their own. As a community, we are here to support them and we will no longer tolerate the veil of silence that has been devastating to so many women, children, and families.

### **ABOUT YWCA SPOKANE**

The YWCA of Spokane is a multi-service non-profit organization whose mission is eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. For over 113 years the YWCA has been committed to empowering women in the Spokane community.

The YWCA's three umbrella programs include the Alternatives to Domestic Violence Program, Spokane County's only state-recognized program for domestic violence; the Women's Opportunity Center, an established Workforce Connection Site; and Child Services which includes four sites implementing the Early Childhood Education and Assistance Program. The YWCA is also home to the uniquely collaborative Spokane Family Justice Center which includes YWCA legal advocates, and City and County law enforcement and prosecutors. These programs benefit more than 17,000 women and children annually.

The YWCA Spokane is the go-to place in the region for services that empower women and children, support for victims of domestic violence, work readiness resources, and early childhood education. The organization is also a key partner in coalitions in the community working on issues of racial and social justice.