FOR IMMEDIATE RELEASE

SPOKANE COMMUNITY COMMITS TO ENDING THE SILENCE ABOUT DOMESTIC VIOLENCE

During October, YWCA Spokane and partners provide opportunities to speak up and speak out

Spokane, WA. – This October, during National Domestic Violence Action Month, YWCA Spokane is implementing their second annual campaign called End The Silence. This campaign will ask community members and local businesses to identify themselves as allies for domestic violence victims.

All month long, YWCA Spokane and community partners will encourage the Spokane community to speak up, speak out, and visually show support against the devastating silence that surrounds domestic violence. The campaign provides a series of ways individuals and organizations can join this movement and make a difference.

“Often victims of domestic violence don’t reach out for help for fear no one will believe them,” says Nancy Nobury-Harter, YWCA Spokane Board Chair. “Many feel embarrassed or ashamed or feel it’s their fault. It’s time to end the shame, isolation, and fear.”

“By ending our silence about domestic violence, we can help victims find their voice and put an end to the cycle of abuse,” says Regina Malveaux, CEO of YWCA Spokane. “By speaking out, we also signal to perpetrators that we won’t stand for this behavior in our community.”

A Month of Action

Throughout the month of October, YWCA Spokane and partners will host a series of events:

- **October 2, 6pm – Spokane City Council Proclamation.** Spokane County Commission and Spokane City Council will issue proclamation to declare October Domestic Violence Action Month with the goal of increasing awareness about domestic violence both here in the Spokane area, and in communities everywhere. Support the declaration at City Hall, 808 W. Spokane Falls Blvd.
- **October 8 – YWCA End The Silence awareness event at River Park Square, 808 W. Main Ave., with activities and resources.**
- **Oct 16-31 – Sweet Frostings will sell custom End The Silence cookies** with partial proceeds benefiting YWCA. Sweet Frosting is located at 15 S. Washington St.
- **Oct 19, 2-6pm – Spokane Police Department at Sweet Frostings (15 S. Washington St.),** where officers will hand out free mini cupcakes to the community while YWCA shares resources about End The Silence.

There are also month-long opportunities:

- **October 1-31 – Paint the Town Purple.** The YWCA Spokane’s goal is to paint the town purple—the designated color to represent support for domestic violence awareness. Interested organizations can contact Nicole, YWCA Community Educator and Outreach Coordinator, for
more information by phone 509-789-9290 or email nicolen@ywcaspokane.org.

- **October 1-31 – Glen Dow Purple Hair Extensions.** To help paint the town purple, Glen Dow is offering $2 purple hair extensions throughout the month.

- **October 1-31 – 31 Day End The Silence Challenge.** YWCA will provide simple ways the community can help end the silence about domestic violence at facebook.com/ywcaspokane.

**A Strong Start**

YWCA kicked off the campaign with its 35th Annual Women of Achievement Luncheon on September 28. Best-selling author Janine Latus provided the keynote address. Latus is the author of the New York Times best-selling memoir If I Am Missing Or Dead about her sister’s death by domestic violence. In her address, Latus shared the story of abuse in her family and relationships, and she discussed the importance of breaking our silence so we can end the chain of domestic violence.

The event raised $306,000 to fund YWCA services to help domestic violence victims.

“The luncheon was only the beginning, the kick off of our annual campaign,” says Dana Morris, Director of Development at YWCA Spokane. “We look for the support of over $700,000 annually from the community to sustain the work we do in Spokane and surrounding counties. We will continue to process community support through the end of the year in order to meet that need.”

**Get Involved**

Individuals, businesses and organizations who want to get involved can visit the YWCA website to learn more, ywcaspokane.org/how-to-help/end-the-silence-with-domestic-violence.

###

**About YWCA Spokane**

YWCA 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 114 years, YWCA Spokane has been committed to empowering women in the Spokane and surrounding communities.

YWCA Spokane’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. YWCA Spokane is also home to the uniquely collaborative Spokane Family Justice Center which includes YWCA legal advocates, and City and County law enforcement and prosecutors.

YWCA Spokane is a region leader providing services that empower women and children, including domestic violence victim support, work readiness resources, and school readiness for children. The organization is also a key partner with community coalitions working on issues of racial and social justice.