MEDIA ADVISORY
FOR IMMEDIATE RELEASE
September 20, 2018

YWCA Spokane Calls Out To Spokane Community To End The Silence with Domestic Violence With 3rd Annual Campaign

Spokane, WA. – This October, during National Domestic Violence Action Month, YWCA Spokane launches their third annual End The Silence campaign asking community members and local businesses to identify themselves as allies for victims and survivors of domestic violence.

Reducing impacts of family trauma and violence in Spokane has been identified as a top concern by the Spokane County Community Needs Assessment, conducted in collaboration with Priority Spokane and the Community Health Assessment Board (CHAAB), and the Spokane Regional Health District. YWCA Spokane asks the community to come together to address this problem, which affects our families, our community, and our economic health.

A MONTH OF ACTION

Throughout October, YWCA Spokane 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 the End The Silence movement and make a difference.

October 1  Cupcakes and Champagne
Steam Plant, 159 S Lincoln St, Spokane, WA 99201
A celebration with campaign partners to kick-start the month.

October 4  Women of Achievement Awards Luncheon
Davenport Grand, 333 W Spokane Falls Blvd, Spokane, WA 99201
1,200 friends and supporters of YWCA will celebrate high achieving women in Spokane while learning more about how to end the silence with domestic violence.

October 20  A Recipe For A Healthy “We”
Sweet Frostings Blissful Bakeshop, 15 S Washington St, Spokane, WA 99201
This family-friendly event is focused on advocating for healthy relationship practices and providing ways to educate and discuss relationship dynamics.
October 17 & 24  **Tabling Events**

nYne Bar & Bistro, 232 W Sprague Ave, Spokane, WA 99201
Spread awareness about healthy relationships, available services, and how to join the End The Silence movement.

October 1-31  **Paint the Town Purple**

YWCA Spokane asks individuals and businesses to show their support by wearing or displaying purple — the designated color to represent support for domestic violence awareness — at their place of business and within the community. Interested organizations can contact Nicole, YWCA Community Educator and Outreach Coordinator, for more information by phone 509-789-9290 or email nicolen@ywcaspokane.org.
Additional activities include:  [Chalk Walk Mondays](#) and  [Purple Thursdays](#)

October 1-31  **End The Silence Cookies by Sweet Frostings**

Sweet Frostings Blissful Bakeshop, 15 S Washington St, Spokane, WA 99201
Sweet Frostings Blissful Bakeshop is partnering with YWCA for the third year in a row to help raise funds and awareness about the End The Silence movement by providing custom cookies for purchase at their storefront location.

**WHY ‘END THE SILENCE’?**

1 in 3 women and 1 in 4 men have been victims of [some form of] physical violence by an intimate partner and 30-50% of transgender people will experience domestic violence in their lifetime. YWCA Spokane is dedicated to creating a culture where this reality is no longer tolerated.

Many people are unaware of the signs pointing to a potential domestic violence situation as well as how to support a victim of domestic violence. Feelings of shame, isolation, and lack of 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 promote healthy relationships, normalize conversations about intimate partner violence, provide resources, and stop victim blaming. YWCA asks the Spokane community to join us on our mission to end the silence that continues to devastate so many women, children, and families.

For more information or to learn how you or your organization can get involved, contact Nicole Nimens, YWCA Spokane Education and Outreach Coordinator, at 509-789-9290 or email nicolen@ywcaspokane.org.

Learn more about the End The Silence movement at [ywcaspokane.org](http://ywcaspokane.org).
ABOUT YWCA SPOKANE

For 115 years, YWCA Spokane has been helping women and children overcome social, economic, and personal barriers in order to accomplish their goals and achieve healthier and more fulfilling lives.

Today our areas of focus are supporting victims of intimate partner domestic violence (DV), building economic empowerment, promoting early childhood education, and confronting racial and social justice issues that negatively impact our clients and our community.

We envision a community in which DV is no longer tolerated. We embrace this vision through a continuum of wrap-around services: 24-hour Helpline and Safe Shelter, Counseling Center, Mental Health Services, Housing Advocacy, Child Advocacy, Civil Legal Assistance, Legal Advocacy, Economic Empowerment Advocacy, and free drop-in childcare.

In 2017, we impacted the lives of over 16,000 survivors and their children. By working at the intersections of inequality, poverty, and DV we are able to disrupt longstanding societal patterns of trauma.

To learn more visit ywcaspokane.org.

MEDIA CONTACT

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