

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

October 3, 2019

YWCA Spokane Calls Out To End The Silence To Help End The Violence

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

SPOKANE UNITES TO END THE VIOLENCE

In 2018, 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.

In response, the Spokane Regional Domestic Violence Coalition, which includes YWCA Spokane, developed a community campaign in partnership with Hamilton Studio and BHW1 to ignite action within the community to help end family violence in Spokane.

On Monday September 30th, the Coalition presented End The Violence, a documentary following the story of Nicole, a survivor of intimate partner violence. This documentary was shown on all stations in Spokane and at the Bing. The documentary, now available at endtheviolencespokane.org, seeks to highlight the devastating effects domestic violence has on Spokane while also serving as a launching point for Domestic Violence Action Month within the community.

END THE SILENCE TO HELP END THE VIOLENCE

Aligned with this community led effort, YWCA Spokane invites individuals and business to end the silence. With the understanding that intimate partner violence often thrives under isolation, YWCA Spokane asks the community to speak up, speak out, and visually show support for victims and survivors of intimate partner violence.

“By coming together as a community in support of survivors in a public way,” expresses Regina Malveaux, CEO of YWCA Spokane, “we are acknowledging the situation so many victims face while also letting them know they are not alone. We will be here when you need us most.”

Community partners are encouraged to light their buildings purple for the month of October in solidarity with survivors of intimate partner violence. In addition, the campaign provides a wide variety of ways individuals and organizations can join the End The Silence movement and make a difference.

October 3 **[Cupcakes and Champagne](#)**

Steam Plant, 159 S Lincoln St, Spokane, WA 99201

A celebration with campaign partners to kick-start the month.

October 11 **[37th Women of Achievement Awards Luncheon](#)**

Spokane Convention Center, 334 W Spokane Falls Blvd, Spokane, WA 99201

1,300 friends and supporters of YWCA will celebrate high achieving women in Spokane while learning more about how to end the silence with intimate partner violence.

October 26 **[A Recipe For A Healthy “We”](#)**

NorthTown Mall 4750 N Division St, Spokane, WA 99207

This family-friendly event is focused on advocating for healthy relationship practices and providing ways to educate and discuss relationship dynamics.

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 at 509-789-9290 or by email at 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 fourth 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.

“Many people are unaware of the signs pointing to a potential abusive relationship or how to help a friend or co-worker in this situation,” Nicole Nimens, YWCA Spokane Education and Outreach Coordinator, “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 them on their mission to end the silence that continues to devastate so many.

Learn more about YWCA Spokane’s 4th annual End The Silence campaign at ywcaspokane.org.

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ABOUT YWCA SPOKANE

For 116 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 2018, 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.

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