



YWCA  
CANADA

WEEK  
WITHOUT  
VIOLENCE

THE POWER  
OF BEING a GIRL

## MEDIA RELEASE

### **YWCA Canada Launches Award-Winning Safety Siren App for Android Smartphones**

Toronto, April 23, 2012 - As part of its ongoing work to encourage Canadians to take action on violence against women and girls, YWCA Canada, the country's oldest and largest women's multi-service organization, released the much awaited YWCA Safety Siren app for Android smartphones. As part of its suite of anti-violence tools and programming for young women, the Safety Siren is a unique violence prevention and intervention tool, turning your Android smartphone into a multi-functional safety device.

Created as part of YWCA's award-winning, signature anti-violence initiative, Power of Being a Girl™, the Safety Siren is available as a free download on Google Play. By pressing the Siren when you are in an unsafe situation, the app sends an emergency SOS email while auto dialling a pre-selected friend, displaying your location on a map and geo-connecting you to over 300 resource and crisis centres across Canada. The app also provides amazing information about sexual health, dating and hooking up, tips and facts on safety and essential crisis information. It's where to go when you want to know!

"We are thrilled to be able expand our growing suite of digital tools for young women's safety on the most popular smartphone platform in the world," says Paulette Senior, YWCA Canada Chief Executive Officer. "Access to information about sexual health, wellness and safety is absolutely essential and girls need it where they live, and they live on their phones."

Funded by the Government of Canada's Social Development Partnerships Program, the Safety Siren is part of a robust set of free tools for young women's safety that include other apps, zines and a host of online resources as well as programs at YWCA Member Associations across the country.

"What I love best about the Safety Siren for Android smartphones is that it helps girls & young women to focus on making proactive preventive choices about safety before heading out," continues Paulette Senior. "The YWCA Safety Siren works to connect young women with vital safety, health and wellness information in an immediate, personal and user-friendly way. It gives them access to sexual health information where, when and how they need it, which is an important part of being able to look out for yourself. The YWCA Safety Siren lives on your Android and goes where you go, answering some of the tough questions you might not be willing to ask your friends or family or look up on a shared computer. It's your own private gateway to a library of women's resources, from sexual harassment to STIs."

In addition to giving straightforward information on relevant sexual health and wellness issues, the app geo-locates users with maps and directions to over 300 resource centres across Canada by topic or

proximity including local YWCAs, emergency hotlines, health clinics and crisis centres. It's a one stop shop for healthy dating and it's free.

For more information about the Safety Siren or YWCA Canada please visit [www.ywccanada.ca](http://www.ywccanada.ca), find us on Facebook at [www.facebook.com/ywccanada](https://www.facebook.com/ywccanada), Twitter @YWCA\_Canada, or download the app for free at

[https://play.google.com/store/apps/details?id=com.ywca&feature=search\\_result#?t=W251bGwsMSwxLDEsImNvbS55d2NhIl0](https://play.google.com/store/apps/details?id=com.ywca&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS55d2NhIl0)

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For further information on YWCA Canada and its programs and services, or to set up an interview with Paulette Senior, CEO of YWCA Canada, please contact Laura Tilley, Manager of Communications at 416-962-8881 x233.

About YWCA Canada:

YWCA Canada is the country's oldest and largest women's multi-service organization. With 34 Member Associations operating in more than 400 districts and communities across the country, our Turning Point Programs for Women™ - which address personal safety, economic security and well-being – reach out to 1 million women, girls and their families. YWCA is the largest national provider of shelter to women, serving 25,000 women, children and teen girls including 6,000 fleeing domestic violence each year. We are the largest provider of literacy, life skills, employment and counselling programs in the country, and the second largest provider of childcare services. YWCA Canada is a member association of the World YWCA which unites 25 million women and girls worldwide and spans 125 countries. For more information about YWCA Canada, visit [www.ywccanada.ca](http://www.ywccanada.ca) or find us on Facebook [www.facebook.com/ywccanada](https://www.facebook.com/ywccanada) and Twitter @YWCA\_Canada.