



YWCA Edmonton
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FOR IMMEDIATE RELEASE

News Release

YWCA Edmonton's Rose Campaign Breakfast supports teens' efforts to raise awareness about family violence.

Edmonton, AB (December 5, 2013) On Friday, December 6, 1989 14 women were gunned down at l'Ecole Polytechnique in Montreal. Their only affront to their killer was that they were women. December 6 was named Canada's National Day of Remembrance and Action on Violence Against Women shortly after.

YWCA Canada runs the Rose Campaign nation-wide to commemorate this date with the goal of ending violence against women and girls.

This year, YWCA Edmonton will be hosting a Rose Campaign Breakfast, supported in part by the Government of Alberta, at the Fairmont MacDonald hotel from 7-8am. The event will feature photos from Photovoice - project in which young women captured images of how they experience violence in their daily lives. A video created by students at the Jean Forest Leadership Academy about domestic violence and why it needs to end will also be shown.

Jean Forest Leadership Academy program runs through St. Joseph High School and is an Edmonton Catholic Schools initiative. The Jean Forest students have planned their own Rose Campaign awareness event geared towards other students after the breakfast at 11:30am.

Domestic violence is a great concern for our society, with Alberta reporting some of the highest levels in the country. The cost of violence against women in Canada has been calculated at as much as \$4.8 billion per year, according to the Canadian Women's Foundation.

YWCA Edmonton CEO, Jackie Foord, feels a special connection to the YWCA Rose Campaign and states that after that mass murder her "sense of safety, justice and equality were forever changed". Speaking of the young students whose work has been included in this event, Foord says that "this next generation can make real change, they simply need to be given the opportunity and confidence to lead".

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Event Information:

YWCA Rose Campaign Fundraising Breakfast
7-8am at Fairmont MacDonald Hotel - 10065 100 St NW, Edmonton

Jean Forest Rose Campaign Event
11:30am at St. Joseph High School - 10830-109 St NW, Edmonton

About YWCA Edmonton:

YWCA Edmonton has been serving the capital region for over 100 years. The organization was founded on the belief that women need to take a leadership role in shaping society's direction in order to achieve equity and equality for all women. YWCA Edmonton runs numerous violence recovery and prevention programs for girls and women. For more about our programs, visit www.ywcaofedmonton.org

For more information please contact:

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