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**MEDIA ADVISORY – It’s time to Walk A Mile In Her Shoes®!**

The YWCA needs Edmonton men to ‘step-it-up’ in heels once again to to help women and their children walk away from family violence.

YWCA Edmonton’s 3<sup>rd</sup> Walk A Mile In Her Shoes® event is looking for men with big hearts and big feet to raise \$100,000 to fund YWCA family violence recovery and prevention programs, including: the YWCA Counselling Centre; Crisis Shelter Support; Lakeside Haven; Transformations- healing from family violence; GirlSpace; and The Power of Being a Girl® Conference.

Violence is STILL the issue. In 2010\*:

- **73%** of all female-victim homicides were committed by a family member or dating partner.
- Edmonton police reported 3,230 victims of family violence – and **2,870 of these were women** being victimized by an intimate partner.

Last year over 200 men answered the call, including media and sports celebrities, firefighters, Edmonton Police Services and the Department of National Defence. Will you help women take steps to break the cycle of family violence? Register to raise funds and find out what it’s like to Walk A Mile In Her Shoes® at [ywcaofedmonton.org](http://ywcaofedmonton.org)

*“Women have made great strides toward equity and equality, but this persistence of family violence is a social disease that needs to be addressed by both men and women.”*  
 - YWCA CEO Jaqueline Foord

**EVENT DETAILS**

Where Sir Winston Churchill Square  
 When Tuesday, September 11, 2012  
 Details WE PROVIDE THE HEELS  
 11:00 am | Check in & Awards  
 12:00 noon | Walk begins

\**Statistics Canada, Family violence in Canada: A statistical profile, 2010* by Maire Sinha Released on May 22, 2012

