



**FOR IMMEDIATE RELEASE: NOV 4, 2019**

**WCSWR BRINGS WRAPPED IN COURAGE CAMPAIGN TO WATERLOO REGION**

***Community encouraged to show support by wearing purple scarves during Woman Abuse Prevention Month***

**Nov 4, 2019, Kitchener, ON** – This November marks the first time that Women's Crisis Services of Waterloo Region (WCSWR) will join women's shelters across Ontario, by bringing the *Wrapped in Courage* Campaign to our local area. WCSWR is encouraging everyone in Waterloo Region to take part in the initiative, which is led by the Ontario Association of Interval & Transitional Houses (OAITH).

Now in its seventh year, OAITH's *Wrapped in Courage* Campaign invites all Ontarians to show their support by purchasing a purple scarf from their local women's shelter during Woman Abuse Prevention Month. The colour purple signifies domestic violence and the purple scarves represent the courage it takes a woman to leave an abusive relationship. However, the courage of a woman alone is not enough.

"It will take the support of an entire community to end violence against women. That is why we are calling on our community to join us in taking a stand this month," explained Jennifer Hutton, CEO of WCSWR.

"Domestic violence is a societal problem and it requires a societal solution. You can do your part by joining in the *Wrapped in Courage* campaign."

Scarves can be purchased online through the [WCSWR website](http://www.wcswr.org) and can be picked up during business hours at Anselma House, located at 700 Heritage Drive in Kitchener. WCSWR is asking community members who purchase scarves to post photos on social media, using the hashtag #WrappedInCourage and tagging @WomensCrisisSWR on Facebook and Twitter.

"We are proud to bring the *Wrapped in Courage* Campaign to Waterloo Region," said Hutton. "It's a great way for our community to come together and show their support during Woman Abuse Prevention Month."

In Waterloo Region, police receive 6,000 calls every year reporting domestic violence. Yet studies show that only 30 per cent of women who are experiencing domestic abuse report it to the police.

WCSWR plays a vital role in supporting women and children who are experiencing domestic abuse by providing safe shelter, outreach services, and more. WCSWR is a long-standing, non-profit organization that has supported women and children in Waterloo Region for more than 40 years.

**For media inquiries, please contact:**

Jenna Mayne  
Communications and Fund Development Manager  
Women's Crisis Services of Waterloo Region  
519-741-9184 ext 2003  
[jenna.mayne@wcswr.org](mailto:jenna.mayne@wcswr.org)

