

FOR IMMEDIATE RELEASE:
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Purple Scarves to Mark 10 Years of Action and Awareness

This November marks both Woman Abuse Prevention Month and the 10th Anniversary of Ontario's Wrapped in Courage Campaign. Gender-based violence (GBV) agencies across Ontario are asking leaders and community members to wear a purple scarf to show their commitment to ending femicide and all forms of gender-based violence.

Women's Crisis Services of Waterloo Region is concerned about the high rates of femicide and other forms of gender-based violence across Ontario, with over 40 femicides reported by the Ontario Association of Interval and Transition Houses since November 2021. Last year in Ontario, on average every 8 days a woman or child was killed by a man known to them. These femicides are preventable tragedies which devastate communities and families.

The purple scarf is a symbol of the courage needed by communities in supporting survivors of violence, the commitment to turn awareness into accountability and action and to ultimately end gender-based violence.

Gender-based violence is an often invisible issue, and many women and gender-diverse individuals may not be aware of the services that are available in their community. Every Ontarian has a key role to play when it comes to addressing gender-based violence and preventing femicide. Take action to address GBV and femicide in a meaningful way today:

- Contact Women's Crisis Services of Waterloo Region to purchase a limited edition, handmade purple scarf to support the Wrapped in Courage campaign & wear your purple scarf throughout November and the #16DaysOfActivismtoEndGenderBasedViolence (November 25th- December 10th)
- Reach out to your local leaders to ask about their awareness and actions related to femicide and ending GBV
- Learn more about femicide in Ontario via www.oaith.ca/oaith-work/we-count-femicide-because/

For media inquiries, please contact:

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