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For Immediate Release

Shelters across Ontario are Raising Awareness during Woman Abuse Prevention Month

Niagara Falls, ON, November 5, 2020 – Every November, domestic violence shelters across Ontario participate in the Ontario Association of Interval and Transition Houses' "[Wrapped in Courage](#)" campaign. During this campaign, Ontarians have typically purchased purple scarves from their local domestic violence shelters to show support for the 17,000 women and children who access domestic violence shelters in Ontario each year.

This year, however, the 8th Wrapped in Courage campaign has had to adapt to keep everyone safer and will give donors a number of options for supporting Ontario's shelter network. Donors can provide urgently needed support by:

- Making a \$5-25 donation by **texting COURAGE to 41010** throughout the month of November. Every donation will be distributed equally across participating Ontario VAW shelters.
- Raising awareness of domestic violence and showing women in our community they are not alone by **wearing a purple scarf throughout the month of November**.
- **On November 25, tying a purple scarf somewhere people can see it** then taking a photo and posting it on social media with the hashtag #wrappedincourage or by using the tag @wrappedincourage. November 25 is the International Day of the Elimination

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of Violence Against Women and marks the beginning of 16 Days of Activism Against Gender-Based Violence.

Our community will also raise awareness through the lighting of community landmarks on the evening of November 25. The Niagara Falls Illumination Board will turn the Falls purple for 15 minutes at 10 p.m. to highlight Woman Abuse Prevention Month, which will be visible on a live cam at www.cliftonhill.com/niagara-falls/livecam so that everyone can see the Falls illuminated while staying safe at home. [Bridge 13 in Welland](#) will be glowing orange throughout that evening to mark the International Day of the Elimination of Violence Against Women, reflecting the United Nations' 2020 UNiTE Campaign Theme: "[Orange the World: Fund, Respond, Prevent, Collect!](#)".

Throughout November local and provincial "influencers" will also share their support for the "Wrapped in Courage" campaign. Visit the [Women's Place Facebook](#) page (@womensplacesn) to see their videos.

This year, Woman Abuse Prevention Month has particular significance as both the severity and frequency of domestic violence have increased during the pandemic.

- Last year, **every 11 days a woman or child was killed** by a man known to them.
- **1 in 3 women will experience intimate partner violence** in their lifetime
- Last year, for **89% of women and children killed**, men closely known to them have been identified as the perpetrator

Questions regarding Women's Place's participation in activities throughout November should be directed to Jennifer Gauthier, executive director, at 905-356-3933 ext. 223 or execdir@wpsn.ca. You can also visit www.womensplacesn.org for additional information about Women's Place. Visual assets from the Wrapped in Courage campaign can also be downloaded at <https://womensplacesn.org/about/media-relations/>.

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