



YWCA
PETERBOROUGH
VICTORIA
& HALIBURTON

A TURNING POINT
FOR WOMEN

MEDIA RELEASE

FOR IMMEDIATE RELEASE

May 7, 2010

YWCA “Walk A Mile In Her Shoes” Event A Sell Out Success!

May 7, 2010 – The YWCA Peterborough Victoria & Haliburton is extremely pleased to announce the success of the “Walk A Mile In Her Shoes” event that took place on George Street at noon today. 160 walkers took part and \$40,000 and counting was raised for the YWCA. Money was still coming in from walkers as it was being counted at the YWCA office.

This “men only” event is intended to raise awareness in support of the YWCA Crossroads Shelter. The funds support the ongoing operations of the Crossroads Shelter for women and children fleeing abuse.

Some of the men out walking in support of this effort included Police Chief Murray Rodd, Fleming College President Tony Tilly, Mayor Paul Ayotte and the TASSS Hockey Team. Men were invited to literally “put” themselves in the shoes as just a small symbol of support for women and their families who have experienced domestic abuse. “Walk A Mile In Her Shoes” is a fun opportunity for men to educate the community about a very serious subject and to rally the community to take action to prevent violence.

“We’d like to thank all the walkers, volunteers and sponsors who helped make this event such a success. The men of our community have shown great empathy and support. We’re thrilled there were so many people out in support of this cause today. We couldn’t have done it without you!” said Lynn Zimmer, YWCA Executive Director.

Donations come in many forms to the YWCA and have the power to impact our community in amazing ways. Many sincere thanks to all those involved, with special thanks to our Red Shoe Sponsors, Royal LePage FRANK Real Estate and the Investors Group; our Reception Sponsors, Holiday Inn, Grady’s Feet Essentials, Save Our Soles, BioPed Footwear Centre; and our Event Sponsors, Clinic 288, Boston Pizza – Chemong Rd., Wild Rock Outfitters, John Roberts Clothiers, Synergistix, The UPS Store, Lazer Graphics, Wolf /CHEX /Kruz media, Peterborough Examiner, Mark’s Work Warehouse for helping to make this event happen.

Contacts:

YWCA:

- Lynn Zimmer, Executive Director, 743-3526 x112, lzimmer@ywcapeterborough.org

“Walk A Mile In Her Shoes” Event:

- Penny Kemp, Special Events Coordinator, 743-3526 x116, pkemp@ywcapeterborough.org
- Lyn Giles, Director of Resource Development, 743-3526 x 108, lgiles@ywcapeterborough.org

YWCA PETERBOROUGH VICTORIA & HALIBURTON

216 SIMCOE STREET PETERBOROUGH, ONTARIO K9H 2H7

(TEL) 705-743-3526 (TTY) 705-743-4015 (FAX) 705-745-4654

info@ywcapeterborough.org

www.ywcapeterborough.org

