



YWCA
PETERBOROUGH
VICTORIA
& HALIBURTON

A TURNING POINT
FOR WOMEN

MEDIA RELEASE

FOR IMMEDIATE RELEASE

March 12, 2010

YWCA Announcing Results of Crossroads Safe Haven Campaign on March 30th

March 12, 2010 Peterborough, ON – On Tuesday, March 30th at 12 noon YWCA Crossroads Safe Haven Campaign co-chairs Bill and Betty Morris, along with the Safe Haven Campaign Cabinet volunteers, will host a community announcement at Lansdowne Place Mall (lower level near escalators) to reveal the final campaign total raised to build the new Crossroads Shelter to assist women and children seeking refuge from domestic violence.

Bill and Betty Morris will be joined by YWCA Executive Director, Lynn Zimmer and YWCA Board President Theresa Butler-Porter along with this campaign's many community partners, volunteers, and donors. The general public is encouraged to attend and take part in the organization's milestone achievement.

Over the past 26 years the YWCA Crossroads shelters have provided a temporary home for over 13,000 women and children fleeing domestic abuse. The campaign was created to replace two aging shelters with one new facility to ensure women and their families receive counselling and support programs delivered within the safety of the shelter. Programs and support groups will help women to build a promising and healthy future for themselves and their families.

The YWCA's Crossroads Safe Haven Campaign goal is \$3.5 million toward a total project cost of \$4.78 million. The money raised will help courageous women to achieve self sufficiency and independence. The construction of the shelter is expected to be completed this May.

"We've been focussed on closing the gap towards our goal the past few months," said Zimmer. "This is a very exciting time for us because this new Crossroads Shelter has been a dream for many years. The community support we have received is inspiring. With the continued support and generosity of our community, women and their children at risk can find safety and be given the practical, emotional and professional support they need to transition from abusive relationships to healthier futures. Our whole community is stronger when all of us can thrive."

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CROSSROADS **SAFE HAVEN** CAMPAIGN