



## FOR IMMEDIATE RELEASE

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**The Women's Center Leads Efforts to  
"Break the Silence. Break the Cycle. #EndDomesticViolenceNow"**  
*Domestic Violence Awareness Month Campaign provides  
opportunities for community to become involved throughout October*

WAUKESHA, Wis. – During the month of October, The Women's Center encourages the community to take action and "Break the Silence. Break the Cycle. #EndDomesticViolenceNow." This Domestic Violence Awareness Month (DVAM) campaign makes it easy to become involved through both month-long and one-day opportunities to show support for survivors and help raise awareness of this critical issue.

The Women's Center Executive Director Angela Mancuso stated, "One in four women experience domestic violence. Everyone in the community has a role to play in breaking the cycle of violence and changing that statistic."

The Women's Center has engaged a range of partners to help raise awareness throughout the month. The community is invited to:

- Light the Way to #EndDomesticViolenceNow and display a purple light bulb in the front window of their home or business. Various local landmarks will light the way, including: Carroll University, Les Paul Pavilion, and the Neumann Water Dome at Youmans Park.
  - Tomchek Ace Hardware (212 E Sunset Dr, Waukesha) is selling purple light bulbs in support of this campaign. In addition, they are holding a Garage Sale on October 21, where a percentage of all sales will be donated to The Women's Center as well as proceeds from their brat lunch station. Interview opportunities with Tomchek Ace Hardware are available by calling 262-542-5775.
- Paint It Purple to #EndDomesticViolenceNow at Soul Fire Art Studio (2850 Heritage Drive, Delafield). Participants can create DIY pottery or jewelry and mention The Women's Center at the register to have 20% of their purchase price donated.
- Visit Fox Bros. Piggly Wiggly in Hartland or Oconomowoc and show support at the checkout counter by adding a donation to their bill.

- more -

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Waukesha, WI 53186  
Phone 262-547-4600  
Hotline 262-542-3828  
www.twcwaukesha.org



Other local businesses holding special promotions during the month include: Rochester Deli, Periwinkle's Bakery, Burlap & Lace Marketplace, and Tenuta's Italian Restaurant.

In addition, The Women's Center will be:

- Placing full-sized purple silhouettes on our grounds to honor Waukesha County victims who were killed by their abuser.
- Delivering educational presentations on domestic violence to area high schools and universities.
- Displaying the Clothesline Project at Waukesha County Technical College. The Clothesline Project allows survivors of domestic or sexual violence to express themselves by writing and decorating powerful messages on shirts.
- Conducting a billboard and radio public service announcement campaign and running a public service announcement video before all movie showings at the Marcus Majestic Cinema in Brookfield.
- Running a social media campaign on Facebook, Twitter, and Instagram to #EndDomesticViolenceNow.

The Women's Center encourages community organizations and businesses to contact us for awareness ribbon pins, bracelets, and informational materials to support their engagement efforts, or to arrange an educational presentation.

Mancuso added, "For 40 years, we've remained Waukesha County's only service provider for those affected by domestic violence, sexual assault, child abuse, and trafficking. We want everyone in our community to know that we are here to help. If you or someone you know is experiencing abuse, please call our 24-Hour Hotline at 262-542-3828."

A complete list of DVAM events and initiatives is available at <http://twcwaukesha.org/event/domestic-violence-awareness-month/>

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### **About The Women's Center**

*Founded in 1977, The Women's Center serves adult and child survivors of domestic violence, sexual assault, child abuse, and trafficking. The Women's Center offers free and comprehensive programming including: Emergency Shelter & 24-Hour Hotline; legal advocacy; family counseling; domestic violence, sexual assault and abuse counseling; substance abuse and mental health support; transitional living; community education and violence prevention; and employment counseling and life-skills development.*

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