

505 N East Ave
Waukesha, WI 53186
(262) 547-4600
twcwaukesha.org

Board of Directors

President

Kristen Roche, Ph.D.

President-Elect

Katy Vetta

Secretary

Sarah Grooms

Treasurer

Derek Arnold

Past President

Allan Froehlich

Directors

Ann Dee Allen
Stephanie Brown
Robert DiDonato
Heather Hernandez-
George
Alison Holub
Bill Humphreys
Julia Kellogg
Susan Kim
Latrice Knighton
Dawn Leader
Nancy Lindenberg
Jim Orth
Marcia Peller
Sandy Wysocki

Student Members

Pauline Brown
Claire Feichtmeier

Executive Director

Angela Mancuso



THE
Women's
CENTER

Safety. Shelter. Support.

FOR IMMEDIATE RELEASE

August 5, 2015

From: Angela Mancuso
262-522-3809
angelam@twcwaukesha.org

The Women's Center to take part in Potawatomi Hotel & Casino's Heart of Canal Street as a 2015 Signature Charity

Funds raised by casino to be used for children's programming

WAUKESHA, Wis. – The Women's Center was chosen as one of 10 signature charities to take part in Potawatomi Hotel & Casino's annual *Heart of Canal Street* program. This support from Potawatomi will be used to enhance services for child survivors of domestic abuse and sexual violence and help children move beyond abuse by through intervention, advocacy, safety, shelter, counseling, family support and education.

Heart of Canal Street serves as Potawatomi Hotel & Casino's signature community program. Its mission is to improve the quality of life for children in southeastern Wisconsin. Through funds raised primarily from special bingo games and the generosity of Potawatomi Hotel & Casino guests, the program focuses the joy of holiday giving onto those who are the hope for the future.

"The Women's Center is honored to be selected as a *Heart of Canal Street* signature charity. Each year, we touch the lives of over 5,000 children. This support will help us continue to meet the unique needs of our youngest and most vulnerable clients" stated Angela Mancuso, The Women's Center Executive Director.

This year, 31 local children's charities will participate in the 2015 program, with 10 being signature charities chosen by media partners. The Women's Center was chosen by 620WTMJ, TODAY'S TMJ4 and KTI Country. Twenty of the remaining charities will be chosen at random Thursday, Nov. 10 and the announcement of the grand total will take place Friday, Dec. 11.

-more-

In addition, Potawatomi Hotel & Casino has added a Charity of Choice to the *Heart of Canal Street* program. The first \$100,000 raised will go towards a program that will address the most critical issues facing youth in our community – violence in the central city. The 2015 Charity of Choice is Milwaukee Area Workforce Investment Board's pilot program, Youth Works MKE, which will work to help reduce the effects of gun violence in Milwaukee.

Since its inception in 1994, *Heart of Canal Street* has made more than 500 donations totaling more than \$14.6 million to fund children's programs throughout southeastern Wisconsin. In 2014, 30 children's charities in southeastern Wisconsin shared in funds totaling more than \$1 million. Money raised last year improved the lives of children in our community by addressing multiple needs – from educational services to basic services benefitting newborns to teens.

Funding in 2014 helped support a wide variety of charity projects including providing preventative child abuse programming to low-income families, building children's' confidence through sports programs and maintaining educational music programs that expose young people to the arts.

###

Founded in 1977, The Women's Center serves women and children who have experienced domestic violence, sexual assault and abuse.

The Women's Center offers free and comprehensive services including domestic violence, sexual assault, and abuse counseling, an emergency domestic violence shelter, a 24-hour hotline, free on-site child care, legal advocacy, transitional living, and life skills programming that includes employment, parenting and grandparents support groups, educational forums and advocacy.

About Potawatomi Hotel & Casino

Set in the heart of Milwaukee, Potawatomi Hotel & Casino is Wisconsin's premier entertainment destination, offering guests the best in gaming, dining and entertainment. The property features a luxurious 381-room hotel, seven award-winning restaurants, the intimate 500-seat Northern Lights Theater and more than 60,000 square feet of event space. Potawatomi Hotel & Casino is committed to raising awareness of the risks of problem gambling, maintaining a level of first-class customer service, while investing in its most valuable asset – its 2,900 multicultural employees. Through the Forest County Potawatomi Foundation and Heart of Canal Street, the casino supports numerous local charities and community organizations. To discover more, call 800-PAYS-BIG or visit www.paysbig.com.

Follow us:

