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FOR IMMEDIATE RELEASE

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Curious about the Purple Lightbulbs around Town?

WAUKESHA, Wis. – If you drive around Waukesha or Milwaukee this week, you will find purple lights illuminating buildings and displayed in businesses, schools, parks, and homes.

This is a campaign to Light the Way to End Domestic Violence, part of Domestic Violence Awareness Month in October, and this week, October 18 - October 24, is National Week of Action, a highlight during the month each year.

Purple has long been associated with domestic violence awareness, so people and businesses display and wear purple for the month, and especially on Purple Thursday, October 22nd, to raise awareness of the prevalence of domestic violence and to show solidarity with survivors.

The Women's Center is encouraging the community to go purple.

“As this is an issue that affects people of all socio-economic levels, races, ages, religions, and backgrounds, no one, and no community, is exempt. Domestic violence affects us all, and it takes us working together through awareness efforts such as this to make real change,” says Executive Director of The Women's Center, Angela Mancuso.

“Your help in building awareness of domestic violence and its root causes is an important step that leads to prevention, reduced stigma, and ultimately, long-term societal change.”

A few prominent landmarks displaying the purple lightbulbs this week include: Cutler Park on Wisconsin Avenue, Carroll University's Main Hall and Voorhees Hall, and The Wisconsin Center District in Milwaukee along Wells Street, outside their conference center.

To participate, you can stop by TNT Ace Hardware at 212 E. Sunset Drive in Waukesha and get your lightbulb to help Light the Way to End Domestic Violence. They are also generously donating the proceeds of each sale to support the mission of The Women's Center.

A life-changing place since 1977.

Visit The Women's Center's website to find out more ways you can take action this week, or if you or someone you know needs help, call their 24-Hour Hotline at 262.542.3828 or toll-free at 888.542.3828 to speak with someone immediately.

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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.