



FOR IMMEDIATE RELEASE

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The Women's Center Encourages Community Involvement During Domestic Violence Awareness Month's Week of Action
"Take Action. Support Survivors. End Domestic Violence Now."

WAUKESHA, Wis. – The Women's Center calls on the community to get involved during "National Week of Action" to help raise awareness during Domestic Violence Awareness Month. The week, which runs from October 20 – 26, is a time to show support for survivors, remember those who have lost their lives to domestic violence, and come together as a community to break the cycle of violence.

The National Coalition Against Domestic Violence reports that an average of 20 people experience intimate partner violence every minute. This equates to more than 10 million abuse victims annually. Nearly 1 in 3 women and 1 in 4 men have experienced some form of physical violence by an intimate partner.

Executive Director Angela Mancuso stated, "Domestic Violence can take many forms: physical violence, sexual abuse, rape, emotional abuse, economic deprivation, threats, intimidation, isolation. Any situation where a partner is exerting or wielding power and control over the other repeatedly is abuse. This is a crime that knows no boundaries in our communities – it affects all socioeconomic levels, ethnicities, genders, ages, neighborhoods, regions. Each and every one of us has a role to play in changing these statistics and ending domestic violence."

Opportunities for community members and media to become involved this week include:

- View Waukesha awash in purple light for the "Light the Way" campaign at Les Park Pavilion, Youmans Park, and Carroll University's Main Hall. Elsewhere, local Waukesha businesses and homes will be decked out in purple as well. Bulbs are sold at [TNT Ace Hardware](#) (212 E Sunset Dr, Waukesha, WI 53189) and a

portion of all sales proceeds from purple bulb purchases will be donated back to The Women's Center.

- Attend The Women's Center's Sunrise Speaker Series on October 22 for a presentation entitled, "Why They Stay: a Candid Conversation About the Realities of Domestic Violence." The session will discuss myths, misconceptions and the realities of domestic violence, the ways The Women's Center helps survivors, and how we can all be better advocates for change.
- Honor and remember those who have lost their lives to domestic violence through a powerful display of life-sized purple silhouettes on the front grounds of The Women's Center. A stark and sobering reminder of the presence of domestic violence in this community we all share. Each life-sized figure is a silent witness bearing a date of death due to domestic violence. Each figure has a name. Each figure was a member of this community. The Women's Center display puts out a call for "Not One More."
- Wear Purple on October 24 for "Purple Thursday" in support of survivors. Share photos of yourself, your school or your business wearing purple and use the hashtags #purplethursday and #enddomesticviolencenow, while tagging @TheWomensCenterInc on Facebook, @thewomenscenter on Instagram, or @TWCWaukesha on Twitter.
- Caffeinate at one of Mama D's [three locations](#) on October 24 for "Mama D's Cares Day" – 10% of the day's proceeds will benefit The Women's Center.
- See "[THE BODY REMEMBERS WHEN THE WORLD BROKE OPEN](#)" at this year's [Milwaukee Film Festival](#). The Women's Center is a community partner of the film, which will be shown on October 21 (Times Cinema, 3:35pm), 27 (Oriental Theater, 3:30pm), and 29 (Oriental Theater, 12:30pm).

As Waukesha County's only agency providing supportive services to those impacted by domestic and sexual violence, child abuse, and trafficking, The Women's Center is proud to be a community leader in advocating for survivors and invites the public to join the conversation.

"Help is available – always -- through our 24-Hour Hotline at 262.542.3828. We want everyone to know that when a survivor makes the difficult decision to reach out for support, they will be welcomed, respected, and supported at The Women's Center," stated Mancuso.

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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.