



WALK A MILE GOING BOW VALLEY WIDE

YWCA's annual Walk a Mile in Her Shoes fundraiser will take place in Canmore in 2015, returning to Banff for 2016.

May 22, 2015 – Bow Valley, AB – After six successful years of raising funds, friends and awareness for domestic violence prevention work, Walk a Mile in Her Shoes will become a truly Bow Valley event.

"While our programs and services are available to residents of Banff, Canmore, Lake Louise and Exshaw – with even more planned to reach these communities in the future – our events have historically always focused on Banff," said YWCA fund development and communications manager Paula Krupa.

With the YWCA's strategic direction to increase access to their programming, services and awareness within the Bow Valley, it's time for their signature event to widen its reach as well.

"By widening the reach of awareness-building initiatives like Walk a Mile, we want to connect with a greater Bow Valley community and maximize the impact of this event in Banff and Canmore," Krupa said.

Invited by the Canmore Mayor John Borrowman to host Walk a Mile in Canmore this year, the organization decided to come up with a sustainable solution which gives both communities the opportunity to participate.

"As a proud supporter of the Walk a Mile event, I'm thrilled that it will be held in Canmore this year," Borrowman said. *"The work of the YWCA extends throughout the entire Bow Valley. The more involvement and support we can create, the better."*

"I hope that Banff supporters will join us in Canmore and that Canmorites who have wanted to participate but haven't yet will come out and show their support for an important cause and a fantastic organization. We are stronger together, across communities, than we can ever be separately."

The fundraiser will be held in Canmore on Wednesday September 16, 2015 in front of the Civic Centre with the walk led on Main Street.

Having worked with many supporters from Canmore in the past, YWCA is excited about the opportunity to share this well-established event with the greater Bow Valley community. The organization invites Canmore residents to join the event on September 16.

At the same time, YWCA is committed to fostering its strong connection to the Banff community where Walk a Mile started in 2009. The event will be brought back to Banff in 2016, alternating between the two towns in the future.

"We are very grateful to the Banff community for the support we receive here and we are committed to working closely with Banff supporters to encourage their ongoing participation," Paula Krupa said. "We are looking at different ways to involve Banff, including free transportation options, social media involvement and Banff-based events and initiatives throughout the campaign."

"We hope that our Banff supporters will join us in Canmore, and we look forward to being back in Banff in 2016," Krupa said.

Walk a Mile in Her Shoes raises funds, friends and awareness for the YWCA's work to prevent intimate partner violence and promote healthy relationships in the Bow Valley. This lighthearted event asks men to take a stand against violence by strapping on a pair of high heel shoes and walking down Canmore's Main Street.

Walk a Mile is a donation-based event with no registration fee. Shoes are provided by event organizers (up to size 17!). Register as an individual or team to participate on September 16th.

Even though the walk is for men only, women play an important role in this event as volunteers and advocates. Women who would like to support YWCA's efforts are invited to become Sole Sisters and encourage men in their lives to register for Walk a Mile 2015.

Donations can be made to specific walkers, teams or to the campaign itself. Canmore and Banff businesses are invited to become sponsors of this Bow Valley-wide event which offers many sponsorship advantages.

To register as a walker or a sole sister, donate or sponsor the event, go to www.bowvalleywalkamile.ca
For regular updates, follow Walk a Mile on Facebook at www.facebook.com/walkamilebowvalley

General public is encouraged to direct questions or concerns regarding the event to Paula Krupa at paula@ywcabanff.ca or 403-760-3201.

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About YWCA Banff

YWCA Banff is a community-based, social profit organization with over 100 years of experience in Banff and the Bow Valley. Governed by a volunteer Board of Directors, YWCA empowers women, girls and the community through leadership development, advocacy, and provision of relevant programming and services.

In pursuit of this mission YWCA Banff focuses on the following priorities:

- Respect for the human rights of women and girls.
- Advancing the leadership development of women and girls.

- Provide and advocate for suitable emergency and transitional housing, and permanent affordable housing.
- A sustainable community-based organization.

More information at www.ywcabanff.ca

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