

## **BOW VALLEY WALK A MILE INVITES EVERYONE TO WALK**

*Bow Valley Walk A Mile registration is now open to all genders, encouraging everyone to strap on heels on Sep. 15, 2017 to unite a community stance against violence.*

**August 30, 2017 - Banff, AB - Walk A Mile In Her Shoes®** presented by Shoppers Drug Mart will kick off its ninth annual walk in front of the Canmore Civic Centre at noon on Sept. 15th, 2017. The past eight years have seen men from across the Bow Valley strap on high heels to take a stand against domestic violence. Women have offered essential support in making this event a success, assisting in numerous volunteer and fundraising capacities.

But the times they are-a changin', and the YWCA has identified the need for Walk A Mile to evolve in line with their strategic priorities. Recognizing that a community-wide response to sexualized violence is the most effective vehicle for change, the YWCA is thrilled to announce that Walk A Mile registration is now open to everyone.

"The YWCA envisions a thriving, equitable society and a violence-free Bow Valley. The decision to diversify Walk A Mile builds upon the momentum of initiatives such as the Harmony Project, which promotes a collaborative, community response to overcoming abuse," explains Connie MacDonald, YWCA CEO. "Walk a Mile celebrates our communities coming together to take a stand against violence by building awareness and generating action. This shift is a reflection of both where our organization sits today, as well as a path to realizing our vision of an inclusive future that addresses the needs of our community."

While the YWCA continues to focus their organizational goals on female empowerment and protection, its anti-violence services - support, referrals, counselling and education - are available to victims of all genders. This change to Walk A Mile in Her Shoes represents the YWCA's commitment to shaping an inclusive community in which all residents feel recognized as an integral part of our mission.

"It takes a united community to take a stand against family violence and abuse," says Carla Snow, Manager of Marketing and Communications at the YWCA. "By inviting everyone to participate in Walk A Mile this year, we hope to use our platform to facilitate broader engagement and meaningful change for a safer and healthier Bow Valley."

Abuse is a community issue that requires a community solution, and we hope that on Sept. 15th, residents across the Bow Valley will stand side-by-side as allies in the fight to end violence.

To be a part of this year's Bow Valley Walk A Mile, register as a walker, a volunteer, or make a donation at [www.bowvalleywalkamile.ca/](http://www.bowvalleywalkamile.ca/).

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### **About Walk A Mile in Her Shoes**

**Walk A Mile In Her Shoes®** presented by Shoppers Drug Mart is a donation-based event with no registration fee. Shoes are provided by event organizers (up to size 17). Participants can register as individuals or teams and are encouraged to raise funds for the prevention of domestic abuse and sexualized assault in the Bow Valley.

Individuals are invited to participate by registering as walkers, volunteers, or by pledging a donation to the event which takes place on Sept. 15, 2017 at the Canmore Civic Centre. Donations can be made online to specific walkers, teams or to the campaign. Canmore and Banff businesses are invited to become sponsors of this valley-wide event.

For more information, go to [www.bowvalleywalkamile.ca](http://www.bowvalleywalkamile.ca)

General public is encouraged to direct questions or concerns regarding the event to Carla Snow at [carla@ywcabanff.ca](mailto:carla@ywcabanff.ca) or 403-760-3212.

### **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 the 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.

### **Media Contact**

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