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## **WALK A MILE TOGETHER FOR A VIOLENCE-FREE BOW VALLEY**

*Bow Valley Walk A Mile returns to Banff on Sept. 14, 2018 for its 10<sup>th</sup> year of raising funds and awareness for violence prevention initiatives in the community.*

**July 3, 2018 - Banff, AB - Walk A Mile In Her Shoes®** presented by Shoppers Drug Mart returns to Banff Avenue Square this September to promote a community-wide stand against domestic violence. The event raises funds and awareness for the YWCA's programs and services that support a healthy future for the Bow Valley. Individuals of all genders, ages, and abilities are invited to be a part of building a safe, violence-free community by registering as a walker, signing up to volunteer, or by pledging a donation to Walk A Mile.

In celebration of its 10<sup>th</sup> anniversary, the YWCA has announced that the theme of this year's event is 'We Walk Together', one they hope will stress the significance of a collaborative approach to overcoming domestic and sexual violence. "We believe firmly that each and every one of us plays an integral role in ending violence," explains YWCA CEO Connie MacDonald. "Walk A Mile is an opportunity for all citizens of the Bow Valley to embrace their roles as allies in this journey, and in turn inspire a community of allies around them." The high heels which have long been a staple of Walk A Mile will remain a symbol of the event and available to those who wish to wear them during the walk; however, to better respect gender diversity and promote inclusivity, participants are encouraged to sport the shoes of their choosing.

Each year, Walk A Mile raises funds and awareness for the YWCA's violence prevention programs including: initiatives to promote healthy relationships in Bow Valley schools and communities; and equality and advocacy programs. "The more of us who chose to walk together alongside one another, the clearer the message will be that our community supports those who are bravely coming forward to overcome violence. We believe whole-heartedly that each participant plays a vital role in realizing a thriving, equitable society for everyone," says Reave MacLeod, Director of Programs and Services at the YWCA. Funds raised through Walk A Mile will allow the YWCA to continue expanding the impact of their work to shape a safe, inclusive community that empowers women and girls.

Walk A Mile promises a fun-filled opportunity for friends, family members, co-workers, and community peers to come together as allies in the journey to a happy and healthy Bow Valley.

To be a part of this year's Bow Valley Walk A Mile, register as a walker, sign up to 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 an annual event that invites community members to join a Bow Valley-wide stand against domestic and sexual violence. High-heel shoes are provided by event organizers (up to size 17) for those who wish to wear them, however participants are welcome to sport whichever footwear they feel most comfortable in. Community members of all genders, ages, and abilities can register for the walk as individuals or teams; participants are encouraged to raise funds leading up to the event in support of violence prevention and education programs and services in the Bow Valley.

Individuals from throughout the Bow Valley are encouraged to participate by registering as walkers, volunteers, or by pledging a donation to the event which takes place on Sept. 14, 2018 at Banff Avenue Square. Donations can be made online to specific walkers, teams or to the campaign. Canmore and Banff businesses are invited to sponsor this valley-wide event.

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

### **About YWCA Banff**

YWCA Banff is a community-based, social profit organization with over 100 years of experience in the Bow Valley. Governed by a volunteer Board of Directors, YWCA shapes a safe, inclusive community that empowers women and girls.

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

- Providing a continuum of services and programs that activate our community to end gender-based violence
- Establishing a spectrum of sustainable housing solutions with a focus on women
- Advancing the rights of women and girls through leadership development, community awareness, training, and advocacy
- Building a sustainable organization respected for exceptional people and employment practices including: financial stability; ongoing social and community investment; and wisest operational practices

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