

EMBRAVE

AGENCY TO END VIOLENCE

PRESS RELEASE

FOR IMMEDIATE RELEASE

Embrave Agency to End Violence hosts 5th Annual Purple Tie Luncheon

Friday, September 16, 2022, PEEL REGION- Embrave Agency to End Violence will host its 5th Annual Purple Tie Luncheon, a fundraising event and networking lunch, on Sunday, September 18th, 2022, at the Credit Valley Golf and Country Club. The Purple Tie Luncheon will convene supporters from across Peel Region and beyond to discuss the essential role allies play in the work to eliminate gender-based violence.

Crises such as the COVID-19 pandemic are catalysts for gender-based violence (GBV), leading to heightened risks for women and gender-diverse individuals. We are now seeing the release of deeply troubling statistics that illuminate the increasing urgency of this issue. In 2021 according to Statistics Canada the rate of police-reported sexual assault in Canada reached its highest level in fifteen years. The Ontario Association of Interval and Transition Houses (OAITH) reported that there was a 53% increase of femicides in Ontario last year as compared to the previous year.

“Efforts must be made to dismantle the harmful patriarchal structures that we live in today. With rates of sexual violence and femicide on the rise, allyship is more important now than ever before,” said Sharon Floyd, C.E.O. “At Embrave we recognize that meaningful progress on the issue of gender-based violence is possible with societal shifts in attitudes and behaviours that begin with conversations about respect, relationships, trust, and consent.”

With the Purple Tie Luncheon, Embrave strives to inspire action and spark dialogue about allyship and gender-based violence. Attendees will hear compelling presentations delivered by survivors of gender-based violence, who will share their deeply moving stories and issue a call for allyship and solidarity. The event will feature Embrave’s inaugural Purple Tie Ally Awards recognizing donors and supporters for their considerable contributions and partnership. Embrave will launch their *What Does It Take to be a Purple Tie Ally?* campaign toolkit.

Event proceeds will benefit Embrave’s Brave Spaces Fund for Public Education, an indispensable strategy in the work to end gender-based violence. The Brave Spaces Fund will enable Embrave to deliver transformative public education today to help create a safer future for tomorrow.

“We can all learn how to be supportive allies for our friends, family, and colleagues,” said Julie Shultz, Development Manager, Embrave. “Together, we can create a culture of allyship.”

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EVENT INQUIRIES

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About Embrave: Agency to End Violence

Embrave: Agency to End Violence is a non-profit organization that provides shelter, counselling, and advocacy supports for women, Two-Spirit, genderqueer, trans and non-binary folks and their children impacted by gender-based violence. We amplify the voices of survivors, educate the community, and inspire systemic change to create a society free of violence.

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