

Media Release

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Unmask Domestic Violence – by Unmasking Domestic violence we can end the traumatic cycle for women and children.

[Calgary, November 2, 2020] – On November 1st, Discovery House launched its month-long **Unmask Domestic Violence** fundraising campaign to help end the traumatic cycle of domestic abuse for women and children. The campaign aims to raise money for Discovery House Family Violence Prevention Society, a social profit organization that provides care for women and their children fleeing domestic violence in Calgary, Alberta. Offering supportive and trauma-informed transitional housing and critical services, Discovery House helps women and children recover from their trauma, rebuild their lives, and be equipped to live independently free from domestic violence.

“November is Family Violence Prevention Month in Alberta, and Discovery House wants to use this opportunity to raise critical awareness around domestic violence. Each year, we support more than 600 women and their children, said Esther Elder, Interim CEO of Discovery House. “Our second-stage shelter provides wrap-around support and a continuum of prevention and intervention programming that is trauma-informed, evidence-based, and client-centred. Throughout the past 10 years, only 3% of families have ever returned to Discovery House demonstrating the efficacy of our program model.”

“29% of Canadian women experience intimate partner violence in their lifetime, and Alberta has the third highest rate of domestic violence in the country”, stated Kate Price, Director of Fund Development, Discovery House. “It is a harrowing fact that 70% of all spousal violence cases are unreported. We hope that by Unmasking Domestic Violence we can end the stigma around it. The funds raised from the campaign will ensure that we continue being responsive to the increasing demand for our services.”

For further information or to make a financial donation to Discovery House, please visit www.discoveryhouse.ca/unmask-dv for more details.

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For interview requests or further information, please contact:

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ABOUT DISCOVERY HOUSE

Discovery House is a social-profit organization providing a continuum of care to women and their children fleeing domestic violence. We facilitate transitional housing, offering longer-term, safe places for women and children to call home while they begin rebuilding their lives. We provide mothers access to counselling, support and programs to ensure they never return to abusive partners. We work directly with children, to mitigate the effects of trauma and prevent the cycle from repeating. To learn more or donate, visit discoveryhouse.ca.