

Press Release

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Every Woman Strong – Invest in a Future Free of Domestic Violence

Calgary, March 1, 2021 - Discovery House has launched its month-long **Every Woman Strong** fundraising and awareness campaign to help end the traumatic cycle of domestic abuse for women and their children. The campaign aims to raise funds for Discovery House Family Violence Prevention Society, a second-stage shelter that provides care for women and their children fleeing domestic violence in Calgary, Alberta.

“To commemorate International Women’s Day, Discovery House wants to highlight the plight of hundreds of Calgarian women facing domestic violence. Alberta has the third highest rate of domestic violence in the country,” stated Leslie Hill, Executive Director, Discovery House. “We provide supportive housing to more than 600 women and their children fleeing domestic violence annually. We also turn away just as many due to lack of capacity and resources. Further exacerbated by COVID-19's forced isolation, domestic violence rates are on the rise. We must look to prevention – only offering support to victims is not enough.”

Alberta women face the highest risk of domestic violence in decades, with that number rising even higher during times of isolation, financial loss, and emotional distress.

“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,” said Esther Elder, Senior Director Programs and Services, Discovery House.

“The Every Woman Strong campaign recognizes and celebrates all Calgarian women,” said Brittany Beatty, Interim Director of Development, Discovery House. “We hope, especially, that it helps end the stigma around domestic violence and the women and their children who seek and have sought shelter from it. The funds raised from the campaign will ensure that we continue leading the charge in helping women and children in dangerous and violent situations find refuge during this pandemic.”

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

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For interview requests, please contact Preeha Lashari, Communications Specialist at 403-998-4914 or plashari@discoveryhouse.ca

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.

ABOUT INTERNATIONAL WOMEN'S DAY

March 8 is a global celebration and recognition of the social, political, cultural, and economic achievements of women and girls. It also serves to highlight the challenges faced by women and girls everyday, and the work that still needs to be done. This year's theme for International Women's Day is Choose to Challenge.