

**Press Release:
For Immediate Release**

Media Contact: Karlyn Reel
865-523-6126
KReel@ywcaknox.com

YWCA Knoxville & the Tennessee Valley Announces Domestic Violence Awareness Month Events and Activities

KNOXVILLE, Tn (Sept. 27, 2018) – YWCA Knoxville and the Tennessee Valley will launch its fifth annual Domestic Violence Awareness Month campaign on October 1st because 1 in 3 women will experience abuse in their lifetime. Throughout the month of October, join the YWCA in saying “We Believe You” to victims of domestic violence, and join us in raising awareness about domestic violence.

Candlelight Vigil in memory of Emma Walker: Join us at the Downtown YWCA (420 W. Clinch Avenue) on **October 4** starting at **6:30 p.m.** for a special evening honoring domestic violence victims and Emma Walker, Central High School student who was killed in 2016. The vigil will begin at the YWCA and conclude at Krutch Park in Downtown Knoxville. There will be light refreshments, entertainment by Central High School Choir and artwork by YWCA Support Groups.

Party with a Purpose: Stop by the YWCA Phyllis Wheatley Center (124 S. Cruze Street) on **October 5** from **5:30-8:00 p.m.** for a special evening of entertainment, food, and activities that aim to raise awareness about domestic violence in a family friendly environment. This is a free event.

“Pledge Purple Week”: The YWCA is teaming up with area schools and after school programs to promote “Pledge Purple Week,” **October 15-19**, which educates and encourages young people about domestic violence and the effects that it can have. Join us by wearing purple each day, spreading awareness on social media and getting other schools and organizations involved. Contact the YWCA at 523-6126 if you are interested in “Pledging Purple.”

Percentage Nights: Check out these local businesses and restaurants throughout October, as they partner with the YWCA by raising awareness and donating a percentage of their proceeds to YWCA domestic violence programs.

- Zoe’s Kitchen in Bearden hosted a percent night in September
- Yassin’s Falafel House (706 Walnut Street) **October 3** from **4:30-9:00 p.m.**
- Bluetique (31 Market Square) on **October 11** from **6-9:00 p.m.**
- Hard Knox Pizza (4437 Kingston Pike and 10849 Hardin Valley Road) on **October 15** from **5-8:30 p.m.**

Social Media Kick-Off: Raise awareness on social media by using **#ThatsJustWrong** when sharing anything DVAM-related and by changing your Facebook and Twitter cover photos to match those of the YWCA Knoxville and the Tennessee Valley for the month of October.

DVAM Ribbon Event: Help the YWCA cover downtown Knoxville and Jackson Square in Oak Ridge with purple ribbons the first week in October. Raise awareness in neighborhoods or businesses during the month of October with a purple bow from the YWCA. Contact the YWCA at 523-6126 if you are interested in getting a bow.

Tune In: Join our local media partners in spreading awareness; **Star 102.1, Hot 104.5, Q 100.3, and 93.1 WNOX.**

Special Thanks to Our Partners: Scripps Networks Broadcasting• Scripps Howard Foundation

About the YWCA Knoxville & the Tennessee Valley

The YWCA is a nonprofit social-service agency focused on empowerment, justice, and dignity for all. The YWCA, whose mission is to eliminate racism and empower women, serves over 23,000 clients and families annually through youth programming, women’s housing, advocacy for victims of domestic violence, and health and wellness opportunities. The YWCA is a United Way community partner.