



FOR IMMEDIATE RELEASE

MEDIA CONTACT

Jess Williamson

Sojourner

414-758-3462

jessw@familypeacecenter.org

Sojourner Asks Community to go Purple for a Purpose as Domestic Violence-Related Deaths are on the Rise

Businesses, community groups, individuals encouraged to display the color purple the week of October 18-24, 2020

MILWAUKEE – Oct. 19, 2020 – Sojourner, the leading provider of domestic violence prevention and intervention services in Wisconsin, is asking local businesses, community groups and the public to go Purple for a Purpose, Oct. 18-24, to drive awareness and to support family violence survivors amid a sharp increase in domestic violence-related deaths this year.

Unfortunately, the number of domestic violence incidents this year has drastically increased, locally and globally. So far in 2020, Milwaukee County has seen a 95 percent increase in the number of domestic violence-related deaths compared to the same timeframe last year.

“Home is not always a safe place,” said Sojourner President & CEO Carmen Pitre. “COVID-19 has created urgent new challenges. Survivors are isolated, alone and struggling to find safety, support and healing. We must show survivors that there is hope and help is available.”

October is recognized nationally as Domestic Violence Awareness Month (DVAM) and it’s critical that domestic violence survivors reach out for help. Showing purple, the domestic violence awareness color, is one way to show you’re a safe person or an employer that cares.

Several major companies have signed on to go Purple for a Purpose, including: The Hyatt Regency Milwaukee, The Marcus Performing Arts Center, U.S. Bank Center and The Gas Light Building. Milwaukee’s City Hall will light the statue in front of their building and Sojourner will illuminate the Sojourner Truth statue at the Family Peace Center purple, as well.

Sojourner encourage businesses and the public to show their purple on social media, tagging @SojournerMKE or using domestic violence-related hashtags (#UntilSheCan, #DVAM2020, #SupportSurvivors, #SojournerMKE, #SojournerStrong). Connect with Sojourner at www.Facebook.com/SojournerMKE and www.Instagram.com/SojournerMKE.

In 2019, Sojourner served more than 11,800 domestic violence survivors and provided more than 15,000 nights of emergency shelter. For more information about Sojourner, how to get help or how to help survivors, visit www.familypeacecenter.org or call Sojourner’s 24-hour hotline.

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About Sojourner

The mission of Sojourner is to transform lives impacted by domestic violence. Sojourner provides crisis housing, system advocacy and individual support. Sojourner is the largest provider of domestic violence prevention and intervention services in Wisconsin, serving more than 11,800 clients annually. Our primary goals are to ensure the safety of victims of family violence and to provide a pathway out of violence for victims and abusers through opportunities to make positive and lasting changes for themselves and their children. Sojourner is committed to creating communities where people live peacefully. For more information, visit www.familypeacecenter.org or call the 24-Hour Domestic Violence Hotline: (414) 933-2722.

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