

MEDIA ALERT



For more information

Sojourner

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MILWAUKEE GOES PURPLE FOR DOMESTIC VIOLENCE AWARENESS MONTH

Sojourner Partners with Local Milwaukee Businesses to
Raise Awareness About Domestic Violence



MILWAUKEE, 09.27.16 - 74% of Americans know someone who has been abused. **October** is **Domestic Violence Awareness Month** (DVAM) – an annual, nation-wide campaign to increase awareness about domestic violence and share the message that violence is not an acceptable behavior..

WHAT The **Sojourner MKE Peace Campaign** is a campaign designed to increase awareness about domestic violence by turning Milwaukee purple.

Sojourner partnered with MilwaukeeHome to create special edition, purple MilwaukeeHome t-shirts to help raise awareness about domestic violence and its impact on our community. The color **purple** is a symbol of peace, courage, survival, honor and dedication to ending domestic violence, and is the color of Domestic Violence Awareness Month. Individuals who wear the special-edition shirt will receive special deals when visiting the following Sojourner MKE Peace Partners:

- Red Elephant
- Lela Boutique
- Gothic Milwaukee

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- Brass Alley
- Movida
- Evolution Milwaukee
- Clock Shadow Creamery
- Lizzibeth
- Milwaukee Food & City Tours
- Purple Door Ice Cream
- Lakefront Brewery

We encourage your staff to wear the shirt on news segments and post pictures on social media using **#MKEPeace** and tag @SojournerMKE (Twitter and Instagram) or @SojournerFamilyPeaceCenter (Facebook). We believe doing this helps your staff take a stand against domestic violence and shows your commitment to creating a peaceful Milwaukee.

T-shirts can be purchased at the MilwaukeeHome store: 159 N. Jackson Street, Suite 101 or at www.mkehome.com. The purple MilwaukeeHome t-shirts are \$30 each.

For more details and the complete list of the promotions, visit www.familypeacecenter.org.

Domestic violence expert, Carmen Pitre and Melissa Thornton, Founder of MilwaukeeHome, are available for interviews about the partnership throughout October.

WHEN October 1 – 31, 2016
*Domestic Violence Awareness Month
 MilwaukeeHome Partnership
 Interview opportunities available upon request*

WHO **Carmen Pitre**
 Sojourner President and CEO

Melissa Thornton
 MilwaukeeHome, Founder and Creator

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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 9,500 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. **Sojourner 24-Hour Domestic Violence Hotline: 414-933-2722.**

About Family Peace Center

Sojourner is one of the first in the nation to house holistic services for victims of domestic violence of all ages, under one roof. In addition to moving our current crisis housing facility, Sojourner Truth House, and the Sojourner 24-hour domestic violence hotline, Sojourner is joined with Children's Hospital of Wisconsin, Milwaukee Police Department, Milwaukee County District Attorney's Office, Milwaukee Public Schools, Jewish Family Services and many more to co-locate services for families impacted by domestic violence.

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