

# MEDIA ADVISORY ~ AN INVITATION TO ATTEND



*For more information*

Sojourner  
Maren McFarlane  
c: 920.246.2622  
w: 414.810.1825  
MarenM@familypeacecenter.org

Anthem Blue Cross & Blue Shield  
James Freeman  
w: 215.756.2495  
[james.freeman2@anthem.com](mailto:james.freeman2@anthem.com)

## PACKER LEGEND LEROY BUTLER MEETS SOJOURNER FAMILIES

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Butler Shares Personal Stories to Help Spark  
Positive Change in our Youth

On Monday, November 21, Super Bowl Champion and inventor of the Lambeau Leap, LeRoy Butler will be visiting Sojourner's Family Peace Center to meet families and talk about dreams, determination and the social problems that derive from bullying. Butler will share his personal experiences of dealing with violence and bullying and advocate for creating a peaceful environment that encourages positivity for the next generations.

In an effort to create safe and healthy families in our community, Sojourner has partnered with Anthem Blue Cross Blue Shield and LeRoy Butler. Along with Anthem's Chief Executive Officer, Leon Lamoreaux and Sojourner President and Chief Executive Officer, Carmen Pitre, Butler will share how youth can have a positive impact on our community by building life-long healthy habits.

**WHAT** LeRoy Butler and Anthem Blue Cross & Blue Shield Wisconsin Meet and Greet

**WHEN** Monday, November 21, 2016  
6 – 7:30 PM

Comments, Photos and Autographs  
6 – 7 PM

Media Interviews  
7 PM

**WHERE** Family Peace Center  
619 W. Walnut Street, Milwaukee  
*Media parking instructions*  
Recommended parking in Sojourner's lot located on 7<sup>th</sup> Street

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## WHO

### **LeRoy Butler**

Safety, Green Bay Packers (*retired*)

### **Leon Lamoreaux**

Chief Executive Officer, Anthem Blue Cross Blue Shield

### **Carmen Pitre**

President and Chief Executive Officer, Sojourner

#### **About Anthem Blue Cross and Blue Shield in Wisconsin**

Anthem Blue Cross and Blue Shield is the trade name of Blue Cross Blue Shield of Wisconsin (BCBSWi), CompCare Health Services Insurance Corporation (CompCare) and Wisconsin Collaborative Insurance Company (WCIC). BCBSWi underwrites or administers PPO and indemnity policies and underwrites the out of network benefits in POS policies offered by CompCare or WCIC; CompCare underwrites or administers HMO or POS policies; WCIC underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association. Well Priority is a service mark of Wisconsin Collaborative Insurance Company. Additional information about Anthem Blue Cross and Blue Shield in Wisconsin is available at [www.anthem.com](http://www.anthem.com). Also, follow us on Twitter at [www.twitter.com/askanthem](https://www.twitter.com/askanthem) and on Facebook at [www.facebook.com/askanthem](https://www.facebook.com/askanthem).

#### **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](http://www.familypeacecenter.org). Follow us on Twitter [www.twitter.com/SojournerMKE](https://www.twitter.com/SojournerMKE), Instagram [www.instagram.com/sojournermke/](https://www.instagram.com/sojournermke/), and Facebook [www.facebook.com/Sojourner-Family-Peace-Center](https://www.facebook.com/Sojourner-Family-Peace-Center). **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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