



# Media Release

For Immediate Release

## **RE: The Municipality of Meaford Goes Purple to Help End Gender-Based Violence**

**Meaford, Ontario – November 23, 2022** – The United Nations General Assembly has designated November 25 as the International Day for the Elimination of Violence Against Women. In recognition of this day, the Municipality of Meaford is joining in the efforts to spread awareness and bring support and compassion to our neighbors who have experienced violence.

This initiative was brought forth by My Friend's House, as part of their Champions of Courage Campaign, which aligns with the International Day for the Elimination of Violence Against Women. My Friend's House is a non-profit agency that provides a safe haven for abused women and their children living in Georgian Triangle. According to their website; "on any given day in Canada, over 6000 women and children sleep in shelters because it isn't safe for them at home."

The Municipality of Meaford, along with Collingwood, Wasaga Beach, Clearview, and the Town of Blue Mountains are participating in order to increase awareness about this important day. The Municipality will raise the My Friend's House Champions of Courage Campaign flag in Market Square and will light up our water tower in purple from November 24 to December 1, 2022 in acknowledgement that it takes an entire community to end gender-based violence.

My Friend's House offers essential supports to our residents; like a [24-hour support line](#), emergency shelter, transitional and legal support, counselling and public education. You can become a Champion of Courage and pledge a monthly donation, make a one-time donation, donate a gift card, or host your own event. You can also show your support by wearing purple. Please visit [www.myfriendshouse.ca](http://www.myfriendshouse.ca) for more information and to show your support. Follow them on [Facebook](#) and [Instagram](#) for the latest updates.

The Women's Centre Grey Bruce also provides support to those in need of a safe place, you can connect with them by visiting their website at <https://www.thewomenscentre.org/>.

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For further information, contact:

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**Meaford**

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