

For Immediate Release



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Yellow Brick House's EmpowerHER Event

York Region, Ontario – February 2024

In celebration of International Women's Day, throughout the month of March, Yellow Brick House is partnering with the Ontario Professional Hairstylist Association to host the first 2024 EmpowerHER fundraising event across York Region and the GTA.

The goal for EmpowerHER is to raise \$45,000 to support one family unit in Yellow Brick House's shelters for an entire year. During this campaign, participating beauty industry professionals have chosen to donate a percentage of their sales for a day, week, or month directly to Yellow Brick House. Beauty industry professionals have already started to join the campaign to support Yellow Brick House, with other partners including Monat, Central Beauty Supply, The Body Shop, Suzy Shier, OpenText, and InnovateX.

As a token of appreciation for their support, Yellow Brick House's esteemed Public Education team will provide participating beauty industry professionals with a FREE webinar training on gender-based violence, how to respond to a client who has disclosed experiencing abuse, and the resources available to assist survivors in their community.

According to the Annual Femicide Report by the Ontario Association of Interval and Transitional Housing (OAITH) last year, the lives of 67 women and children were lost due to gender-based violence in Ontario. That is more than one life lost per week.

"Yellow Brick House provides a safe haven for women and children to escape violent and abusive homes," said Lorris Herenda, Chief Executive Officer of Yellow Brick House. "By booking a service at a participating salon during this campaign, we can show these women and children how much they matter, how much you care, and make their safety a priority, maybe for the first time in their lives."

Join Yellow Brick House in empowering survivors of gender-based violence by booking an appointment at a participating salon. To browse a list of participating enterprises in your area, please visit <https://yellowbrickhouse.akaraisin.com/ui/empowerher2024>. For more information, please call 905.709.0900 or visit yellowbrickhouse.org.

About Yellow Brick House

Since 1978, Yellow Brick House has been providing life-saving services and prevention programs to meet the diverse needs of individuals, families and communities impacted by violence. Our Vision is Freedom from violence. Equality for all. The organization is committed to providing a wide range of free and confidential support services to women and children experiencing abuse and violence and empowering them to transition to violence-free lives.

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For more information about Yellow Brick House, visit yellowbrickhouse.org

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Elevate your impact and sustain our mission by joining our Monthly Giving Program – a simple way to make a lasting difference every month

JOIN AS A LEGACY GIVER

Leave a lasting legacy of support by including us in your estate plans – ensuring your commitment to our cause lives on for generations to come

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