

For Immediate Release

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Yellow Brick House's EmpowerHER Campaign

York Region, Ontario – February 2025

In celebration of International Women's Day, throughout the month of March, Yellow Brick House is partnering with the **Ontario Professional Hairstylist Association and Wella Canada** to run the 2025 fundraising campaign called **EmpowerHER**, across York Region and the GTA.

The goal for EmpowerHER is to **raise \$50,000 to support the operation of one bed** 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 throughout the month of March directly to Yellow Brick House.

In appreciation for their support, Yellow Brick House's Public Education team will provide participating beauty industry professionals with a **webinar** training on gender-based violence, how to respond to clients experiencing abuse, and the resources available to assist survivors in their community.

"After a long period of healing, the first place I trusted to go was the salon. I was greeted and supported by staff who understood and showed great compassion. Salons are on the frontline for women experiencing abuse. Instead of feeling torn between taking on a client's problem or walking away, EmpowerHER provides another option—one that equips stylists with information."

-Greer Brooks, Editorial Hair & Makeup Artist, Survivor & Advocate

From March 1, 2025, to March 31, 2025, all donations made to Yellow Brick House will be matched by The Citrine Foundation of Canada—up to a total of \$10,000.

Thanks to the generosity of the foundation, the impact of your contributions will be doubled. The funds raised during this campaign will cover the annual costs of operating a shelter bed, providing shelter and life-saving services for women and children fleeing domestic violence.



According to the Annual Femicide Report by the Ontario Association of Interval and Transitional Housing (OAITH) **62 women and children were lost due to gender-based violence in Ontario** from November 26, 2023 to November 26, 2024. That is more than one life lost per week.

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, or to register your business to join, please visit

<https://empowerher.raiselysite.com/>.

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

BECOME A MONTHLY DONOR

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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