

For Immediate Release

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Raising the Flag to End Gender-Based Violence Across Ontario

Yellow Brick House and the Provincial Wrapped in Courage Campaign Mark National Day of Remembrance and Action on Violence Against Women

York Region, Ontario – December 3, 2024 – December 6th, the National Day of Remembrance and Action on Violence Against Women, holds profound significance in Canada as a time to reflect on the tragedy at l'École Polytechnique de Montréal in 1989 and to recommit to addressing gender-based violence. In Ontario, Violence Against Women (VAW) shelters, including Yellow Brick House, are mobilizing through the Wrapped in Courage campaign to spotlight the urgent need for collective action.

Symbolizing Commitment Through the Raising of Flags

On December 6th, municipalities across York Region—Aurora, East Gwillimbury, Georgina, Markham, Newmarket, Richmond Hill, Whitchurch Stouffville, Township of King, and Vaughan—will join communities across Ontario in raising the Wrapped in Courage flags. This act serves as a powerful symbol of solidarity with survivors and a visible reminder of our collective responsibility to end gender-based violence.

16 Days of Activism

November 25th marked the International Day for the Elimination of Violence Against Women and the launch of the 16 Days of Activism ending on December 10th, Human Rights Day. These 16 days culminate on December 6th with acts of remembrance and renewed commitment to addressing gender-based violence in all its forms.

Taking Action in Our Community

Gender-based violence has reached epidemic proportions in Canada. Yellow Brick House provides life-saving services and prevention programs to women and children fleeing domestic violence and abuse. Yet, combating this pervasive issue requires a community-wide effort.

You can take meaningful action today by:

- *Starting Conversations:* Educate those around you about the critical role VAW shelters play in supporting survivors.
- *Advocating for Change:* Contact your municipal, provincial, and federal representatives to demand comprehensive plans and funding to address gender-based violence.
- *Engaging Locally:* Connect with Yellow Brick House or Sandgate Women's Shelter to learn how you can support their life-saving programs.
- *Participating in Flag-Raising Events:* Attend in person or virtually to demonstrate your support. Share photos of Wrapped in Courage flags on social media to amplify awareness.

On December 6th, wear or display a purple scarf as a visible sign of support for survivors. Share your message of solidarity on social media using the hashtag #WrappedInCourage.

Every Action Counts

Ending gender-based violence requires all of us to take a stand. By coming together, raising awareness, and advocating for systemic change, we can create a future where women, girls, and gender-diverse individuals are safe, empowered, and free from violence.

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 rebuild their lives.

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

Crisis and Support line: 1-800-263-3247 (call or text)

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