



**Rose Campaign National Action Day**  
***Talk To Your MP About Violence Against Women***  
**December 3, 2010**

**Toronto, Friday, November 26, 2010** – Citing violence as the leading cause of women’s homelessness, YWCA Canada, the country’s single largest provider of shelter services for women, launched its annual Rose Campaign to end violence against women and girls on November 25<sup>th</sup>, saying living on the streets kills women and calling for a National Housing Strategy for women that brings an end to women’s homelessness.

The White Ribbon Campaign, the world’s largest movement of men working to end violence against women, is proud to support the efforts of the YWCA Canada and the Rose Campaign in bringing attention to the issues of violence against women, gender inequality, and women’s homelessness.

“For women, life on the street ranges from dangerous to deadly,” says YWCA CEO Paulette Senior. “Every year in Canada, 100,000 abused women and children leave their homes for emergency women’s shelters. Many young women and women with mental health and addictions issues never make it to shelter at all. They struggle on the streets of our cities, in poverty and vulnerable to sexual harassment, violence and murder.”

“We call on all men and boys to be inspiring allies to the women in their lives and to the women’s organizations in their communities,” says Todd Minerson, Executive Director of the White Ribbon Campaign. “We encourage Canadian men and boys to join efforts with women and girls through the Rose Campaign National Action Day in promoting gender equality and ending violence against women in Canada. Together we can make a difference for women and children who have experienced violence.”

**On December 3<sup>rd</sup>, we urge men and boys to meet with their Member of Parliament at their constituency office to discuss the impact of violence against women and homelessness and urge action to establish a National Housing Strategy for women.** Visit [www.whiteribbon.ca/nationalactionday](http://www.whiteribbon.ca/nationalactionday) and [www.rosecampaign.ca](http://www.rosecampaign.ca) for more information.

For further information on the White Ribbon Campaign, YWCA Canada, the Rose Campaign, or to set up an interview:

- Todd Minerson, Executive Director, White Ribbon Campaign
  - Contact 416-920-6684
  
- Paulette Senior, CEO YWCA Canada
  - Contact Laura Tilley at 416-962-8881 x 233

**About the White Ribbon Campaign:**

The White Ribbon Campaign is the world's largest effort of men and boys working to end violence against women. It started in Canada in 1991 as a response to the tragic murder of 14 women on December 6<sup>th</sup>, 1989 at École Polytechnique in Montréal. In addition to working on the prevention of violence against women across Canada, it also now supports White Ribbon activities in over 60 countries around the world. The White Ribbon Campaign is a member of MenEngage, a global alliance of NGOs and UN agencies that seeks to engage boys and men to achieve gender equality. Our Executive Director, Todd Minerson, is member of the United Nations Secretary General's Network of Men Leaders, an initiative of the UNiTE to End Violence against Women campaign. The White Ribbon is a symbol of a man's pledge to never commit, to never condone, and to never remain silent about violence against women.

**About YWCA Canada:**

YWCA Canada is the country's oldest and largest women's multi-service organization. With 33 Member Associations operating in more than 400 districts and communities across the country, our Turning Point Programs for Women™ - which address personal safety, economic security and well-being – reach out to 1 million women and girls in nine provinces and one territory. YWCA is the largest national provider of shelter to women, serving 25,000 women, children, and teen girls including 6,000 fleeing domestic violence each year. We are the largest provider of literacy, life skills, employment and counseling programs in the country, and the second largest provider of childcare services. YWCA Canada is a member association of the World YWCA which unites 25 million women and girls worldwide and spans 125 countries. For more information about YWCA Canada and our Member Associations, visit [www.ywacacanada.ca](http://www.ywacacanada.ca).