



May 8, 2017

## Media Release

### **Southeastern Alberta Sexual Assault Response Committee (SARC) Presents 9<sup>th</sup> Annual Walk a Mile in Her Shoes Campaign to End Sexual Violence Against Women**

**ABOUT WALK A MILE IN HER SHOES:** Walk a Mile in Her Shoes is an international men's march to stop rape, sexual assault, and gender based violence ([www.walkamileinher shoes.org](http://www.walkamileinher shoes.org)). What started as a small group of men willing to "walk a mile" in women's high heels has turned into a fun annual campaign taking place in cities all around the world, including Medicine Hat, AB.

**LOCAL ACTION:** This year marks the 9<sup>th</sup> annual Walk a Mile in Her Shoes event in Medicine Hat. As part of the Spectrum Sunshine Festival the walk will take place on Saturday June 3, 2017. Men are encouraged to put on a pair of women's high heel shoes and walk one mile, raising funds and awareness to the staggering statistics of sexual violence in our community. "In Canada, 1 in 3 girls and 1 in 6 boys will experience sexual violence before the age of 18," says Christina Johnson, Executive Director for SARC. "40% of our clients are under 18 years old, and we've seen a 350% increase in demand for our services over the past year, with **no** increase to funding."

Some sexual assault survivors have bravely given SARC permission to share their stories. These are created into signs that participants carry, representing local people. "It can be difficult for men to speak up about this issue, so the walk gives them an opportunity to get involved in ending this type of violence," says Johnson.

**GET INVOLVED:** Anyone wanting to take part in this year's walk can register online at [www.mhsarc.com](http://www.mhsarc.com) (paper forms are also available). Women and children are welcome to take part; the men can use all the support they can get while walking in high heels! All donations raised through this campaign will support SARC's counselling program which offers free sessions to survivors of sexual trauma. Donations of \$20.00 or more are eligible for an income tax receipt.

For more information please contact:  
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