



FOR IMMEDIATE RELEASE
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YWCA LOWER CAPE FEAR TO PARTICIPATE IN NATIONAL CAMPAIGN TO RAISE FUNDS FOR DOMESTIC VIOLENCE SURVIVORS

WILMINGTON, N.C.— YWCA Lower Cape Fear is one of more than 35 YWCA associations nationwide urging the public to support survivors of domestic violence and financial abuse during The Allstate Foundation Purple Purse® Challenge, which takes place Oct. 2 - 31. Allstate Foundation's Purple Purse Challenge is aimed at creating long-term safety and security for domestic violence survivors through financial empowerment. The annual crowdfunding campaign coincides with National Domestic Violence Awareness Month and YWCA USA's Week Without Violence, both held in October.

Financial abuse is one of the primary reasons domestic violence victims stay in or return to abusive relationships. Without resources of their own, victims are often unable to care for themselves and their families, find employment and housing, or save for the future.

Funds raised during the Purple Purse Challenge will support survivors of domestic and financial abuse in the YWCA's New Choices Professional Development Program. New Choices provides financial counseling & literacy, tuition-based assistance, and many other services that support women and their families. The program has served over a thousand women in greater Wilmington area since 1985.

For more information on the YWCA, its mission and programs, and how to participate in the Purple Purse Challenge, visit www.ywca-lowercapefear.org.

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About YWCA

YWCA Lower Cape Fear is on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen our community. YWCA Lower Cape Fear has a 103-year history in Wilmington, and is part of an international movement serving over 2 million in the United States and 25 million worldwide. For comprehensive information about this important work, go to: ywca-lowercapefear.org