

## **Lutheran Settlement House, Chestnut Hill, and Local Newscasters Unite to Fight Domestic Violence**

Lutheran Settlement House (LSH) is proud to announce the launch of its fourth annual Bilingual Domestic Violence Awareness Campaign, "The Purple Ribbon Campaign". Started in 2004, LSH's Purple Ribbon Campaign, is a three-month city-wide initiative to raise awareness about domestic violence.

"The Purple Ribbon Campaign is one of many efforts to educate the public and draw greater attention to domestic violence in Philadelphia," says Lutheran Settlement House Executive Director Beatriz Vieira. "The campaign helps to raise the necessary funds to continue to provide free-of-charge services such as counseling, legal/medical advocacy, and education and training to the women and children who are victims of or witnesses to domestic violence."

Each year, LSH distributes information in English and Spanish about domestic violence to local schools, universities, churches, and hospitals, drawing in participants from CEOs to students. "This year, we're delighted to announce a wonderful new partner in this effort," says Vieira proudly. "For the entire month of October, **Chestnut Hill will go purple** in support of the Purple Ribbon Campaign, dedicating a variety of events to raising awareness and funds for the struggle to end domestic violence. And what a month it will be!"

Kicking off the month on Thursday, October 4<sup>th</sup>, Chestnut Hill Village Apartments and 3000BC Spa will sponsor the **Matthew Izzo Fashion Show**, featuring Action News HealthCheck reporter Anita Brikman as Mistress of Ceremonies, who also hosted LSH's 2007 *Women of Courage: Women of Inspiration Awards* in May. "Ms. Brikman is a great supporter of our efforts to improve the lives of women in Philadelphia," adds Vieira, "and we are very pleased that she'll be joining us in Chestnut Hill."

On Sunday, October 7<sup>th</sup> from 11 am to 5 pm, Lutheran Settlement House will be distributing domestic violence prevention information at Chestnut Hill's **Fall for the Arts Festival**. The festival includes over 160 artists and craftsmen, live entertainment on three stages, children's games and amusement rides, al fresco dining, and art demonstrations, including an exhibit from the *Listen Up! Young Artists Have Something to Say About Domestic Violence* art competition.

Saturday October 13 will open with a 10:00 am press conference followed by a two-mile walk to raise funds and awareness for Lutheran Settlement House. "The walk will be led and supported by CBS 3 anchor Larry Mendte, Fox 29 anchor Dawn Stensland, and NBC 10 anchor Dawn Timmeney, who have bravely added their names to the long list of Philadelphians who have decided *to join the fight against domestic violence*," says Ms. Vieira. "Their strong stance is an inspiration to us all."

Closing the month on Saturday, October 20<sup>th</sup>, Chestnut Hill will host a "Kids Day" including face painting, pumpkin painting, music, a poster contest, street entertainers, costumed characters, kid-friendly foods, and much more. B101 will be on hand to add to the excitement.

**For more information about the Purple Ribbon Campaign or these events, please visit [www.lutheransettlement.org](http://www.lutheransettlement.org) or [www.chestnuthillpa.org](http://www.chestnuthillpa.org)**