

## Educating the Public About Family Violence

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For Immediate Release

### Overview:

The Livia Stoyke Foundation, WIN House, Alberta Council of Women's Shelters, A Safe Place, Lurana Shelter and the Wings of Providence Society are working together to create a public awareness campaign about the effects of family violence. The nature of the campaign is to utilize the highly effective medium of public service advertisements in movie theatres, television, newspapers and postcards to reach out to tens of thousands of Edmontonians. The campaign is intended to educate the public in a meaningful way about the importance of the shelters in our community. This campaign coincides with the Family Violence Prevention month of November.

### Highlights:

- Advertise digital public service announcements on screens in Famous Players/Silver City Theatres in Edmonton
- Distribute 5000 postcards across Edmonton
- Print ads in Edmonton Journal
- Print signs in LRT

### When:

Starting November 1<sup>st</sup> 2004 and ending November 30<sup>th</sup> 2004

### Where:

The first phase of the campaign will start in Edmonton and its surrounding regions and is expected to eventually expand to Calgary and the rest of Alberta.

### Contact:

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### Equal Partners:





**I was ABUSED once,  
but not anymore.**

**Help *is* available.**

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Equal Partners:



I was in an abusive  
relationship once,  
but not anymore.

**I GOT HELP.**

Supported by



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the LIVIA STOYKE  
Foundation



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Equal Partners:



QUESTIONNAIRE



## Take this hot relationship quiz!

	yes	no
1. Do you ever treat your partner as a possession?	<input type="radio"/>	<input type="radio"/>
2. Do you blame or insult your partner for everything that goes wrong?	<input type="radio"/>	<input type="radio"/>
3. Do you prevent your partner from seeing other people without you?	<input type="radio"/>	<input type="radio"/>

If you answered yes to any of the above, you could be an abuser.

Take responsibility.



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