



FOR IMMEDIATE RELEASE

Think Purple This October for Domestic Violence Awareness Month

Safe Nest Brings Awareness to Domestic Violence with a Variety of Events in October Including Their 33rd Annual Domestic Violence Awareness Luncheon on October 14

LAS VEGAS – October 3, 2016 – With at least one in every three women having been beaten, coerced into sex or otherwise abused in her lifetime, it’s time to rethink the pink this October and support locally-based [Safe Nest](#) and bring recognition to Domestic Violence Awareness Month. Serving approximately 50,000 people annually, Safe Nest is the primary provider of domestic violence services in Southern Nevada, is the only agency with access for 24/7 Emergency Temporary Protection Orders and has the largest, most comprehensive program for the entire state. Throughout the month of October, Safe Nest offers a variety of ways to show your support and shed some light on such an important issue including the Annual Domestic Violence Awareness Month Luncheon on Friday, Oct. 14 from 11:30 a.m. – 2 p.m. at the Rio All-Suites Hotel & Casino – Brasilia Room.

Celebrating its 33rd year, the Safe Nest Annual Domestic Violence Awareness Month Luncheon honors those who have died due to domestic violence, celebrates those who have survived, and connects those who strive to put an end to the violence. The annual luncheon features a Keynote Address by MonaLou Callery from the National Advocacy & Training Network SEEDs Program. Developed in 2003, SEEDs (Support, Education, Empowerment & DirectionS) addresses the unmet needs of battered and sexually abused women by providing them a community-based, safe, sober living environment committed to the physical, mental, and emotional healing of women whose lives have been affected by substance abuse and violence. In addition to Callery, The Women’s Health Care Associates of Nevada will be recognized for a \$10,000 donation to Safe Nest. Guests of the luncheon can also be inspired by a survivor speaker and bid on a variety of silent auction items to benefit the organization.

In addition to the annual luncheon, community members can show their support through a variety of other activities in Las Vegas and Henderson including:

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| Oct. 3 at 10 a.m. | Purple lighting of the famed “Welcome to Las Vegas Sign” and proclamation |
| Oct. 3 at Dusk | Purple lighting of Howard Hughes Building at Downtown Summerlin |
| Oct. 3 at 6 p.m. | Safe House Memorial at Proctor Judicial Park in Henderson |
| Oct. 4 at Dusk | Purple lighting of Container Park dome |
| Oct. 6 at 10 a.m. | Annual Domestic Violence Memorial at LVMPD (400 S. MLK Blvd.) |
| Oct. 7 6 – 9 p.m. | Domestic Violence Awareness Month Art Showcase at Nest Studio (1800 S. Industrial Blvd.) |

Las Vegans can also support Safe Nest while getting their daily dose of greens at Fruits & Roots Organic Juice Bar and Wellness Kitchen. For the month of October, Fruits & Roots will donate 10 percent of “Cosmic Greens” to Safe Nest. Developed locally by owner Patricia Kaytia as an homage to the late holistic healer Dr. Max Gerson, “Cosmic Greens” is purple to represent the color associated with domestic violence and contains purple cabbage, apple, green chard, bell pepper, watercress, romaine, lemon, and ginger. “Cosmic Greens” is located at their southwest area location only at 7885 W. Sunset Rd.

People are also urged to bring general awareness to the problem of domestic violence by changing text and email colors to purple beginning Oct. 16 and wearing purple (from shirts to jewelry to hair) throughout the last week of the month.

A problem that impacts the safety and well-being of individuals, families and communities throughout Southern Nevada, domestic violence can take on multiple forms including physical, emotional and sexual abuse, financial control and social isolation. It affects all communities, regardless of socioeconomic status, race or religion. Safe Nest serves battered women (or men), children or teens affected by family violence, adolescents in violent dating relationships, offending partners, family member or significant others impacted by the violence, at-risk individuals, and the community at large by offering a variety of programming and services including counseling, crisis intervention, individual and group therapy, residential services, protection order assistance and employment/life-skill classes. Safe Nest aims to put a stop to all immediate abuse and break the cycle of abuse for generations to come.

About Safe Nest

Established in 1977, Safe Nest is Nevada’s largest and most comprehensive non-profit agency devoted solely to domestic violence issues. Serving approximately 50,000 people annually, Safe Nest’s programs include a 24-hour confidential shelter, a 24-hour hotline and protection order services, counseling, advocacy, court assistance, and prevention education. For more information, please call 702-877-0133 or visit www.safenest.org.

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