



# Women's Sexual Assault Centre

healing, education & prevention

#511 - 620 View Street  
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## NEWS RELEASE

April 22, 2010

FOR IMMEDIATE RELEASE

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### **RBC Steps up to Launch Upcoming Walk a Mile in Her Shoes Event**

VICTORIA – Employees at the Douglas and Fort branch of RBC are looking forward to seeing many of their male co-workers stepping out in high heels next Tuesday. As the presenting sponsor for the 4<sup>th</sup> annual Walk a Mile in Her Shoes event, RBC is hosting a launch party from noon to 1pm on April 27<sup>th</sup> to encourage people to register and to begin fundraising.

Walk a Mile in Her Shoes is a key awareness and fundraising event for the Victoria Women's Sexual Assault Centre and encourages men to literally walk one mile in women's shoes beginning and ending at Centennial Square on May 15<sup>th</sup>.

A team of 25 male staff members from RBC have already signed on to walk and several of them will be at the launch event in their heels on Tuesday.

“We have been involved with the Victoria Women's Sexual Assault Centre for a number of years,” says Shelley Eaves, RBC Community Development Manager. “We have always been impressed by the level of professionalism and commitment that the Centre displays and they provide a much needed service to members of our community. Our staff members have embraced this event and the men who will be walking have mothers, sisters, wives and daughters and all believe that ending sexual assault is important. If their walking helps in any way, they are all happy to be there showing support.”

Team RBC was the top fundraising team at last year's event raising an astounding \$3,300 and this year they hope to reach a goal of \$4,500. RBC also provides the Centre with grant money through their Foundation and has provided volunteers for this event and others.

While the focus is on the men walking, everyone is welcome and the first 25 people to register on Tuesday will receive a free Walk a Mile t-shirt. For additional information, contact the Women's Sexual Assault Centre at (250)383-5545 or go to [www.vwsac.com](http://www.vwsac.com) and follow the link to Walk a Mile on the right side of the page.

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