



# NEWS RELEASE

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FOR IMMEDIATE RELEASE

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## **Men to Walk One Mile in Women's High-heeled Shoes**

VICTORIA – Walking a mile in women's high-heeled shoes isn't going to be easy but, if it raises awareness and funds for the Victoria Women's Sexual Assault Centre, Tom Williams and Patrick Weir are up to the challenge.

On Saturday, May 5<sup>th</sup>, Tom and Patrick are participating in the Walk a Mile in Her Shoes event which will begin and end at Centennial Square. Based on the old saying: "You can't really understand another person's experience until you've walked a mile in their shoes," the event is a fun opportunity for men to educate the community about a very serious subject – the issue of sexualized violence – and to rally the community to take action to prevent it.

"As Crown Counsel, I unfortunately have had to deal far too often with the victims of sexualized violence," says Patrick Weir from the Victoria Crown Counsel Office. "By participating in this walk, I hope to draw attention both to the impact this violence has on our community and to the excellent work being done by the Victoria Women's Sexual Assault Centre."

Tom Williams, founder and CEO of GiveMeaning.com, will be speaking at the event about why he feels it's important for men to be involved in raising awareness about sexual assault and gender violence. Williams first made the news when, as a 14-year-old from Victoria, he was hired by the Apple computer company to work in California's Silicon Valley. In 2004 he decided to re-focus his energy and expertise and founded GiveMeaning.com as an online tool for charities and people to raise funds and awareness for charitable projects they're passionate about.

Walk a Mile participants are able to create their own personalized fundraising pages on the GiveMeaning site and set a goal for the amount of money that they hope to raise. Weir has promised to shave his legs if he receives a minimum of \$700 in donations. "As soon as word got out, pledges started coming in and I'm hoping to surpass my goal."

To learn more about the event or to register, contact the Women's Sexual Assault Centre at 383-5545 or visit [www.walk-a-mile-in-her-shoes.blogspot.com](http://www.walk-a-mile-in-her-shoes.blogspot.com). To sponsor a participant, visit [www.wam.givemeaning.com](http://www.wam.givemeaning.com). Special thanks to VanCity for sponsorship of this event.

***Photo opportunities can be arranged.***