



## City commits to end gender-based violence

November 1, 2016

The City of Edmonton is partnering with 18 leaders and employers to help end gender-based violence and sexual assaults in Edmonton.

"Working together is the only way we can end gender-based violence and sexual assaults in Edmonton," said Mayor Don Iveson. "Today, we have gained integral partners that have committed to becoming allies by educating themselves and others on the root causes, signs and symptoms of gender-based violence."

Each partner will work with the City of Edmonton's Gender-Based Violence and Sexual Assault Prevention Council Initiative staff to deepen their knowledge and identify actions they can take to prevent and address this issue. Participants also signed a pledge to formally show their commitment to ending gender-based violence in Edmonton.

"Edmontonians of every gender have the right to live free from violence. It's time for all of us to take notice, speak and act on this issue," said Councillor Scott McKeen, co-lead of the Gender-Based Violence and Sexual Assault Prevention Council Initiative.

A ceremony at City Hall today also marked the start of the new 'It's Time' campaign to encourage Edmontonians, especially young men and boys, to become allies in ending gender-based violence and sexual assaults in Edmonton. The campaign is a part of the Council Initiative.

"Men and boys are part of the solution. The campaign looks to these audiences in particular to start changing the conversations, stereotypes and ultimately the actions to ensure all genders are treated equally and free of violence," said Councillor Councillor Bev Esslinger, co-lead of the Gender-Based Violence and Sexual Assault Prevention Council Initiative.

November was proclaimed Family Violence Prevention Month at the event. This year, Family Violence Prevention Month marks its 30th anniversary as a provincial initiative. The 2016 theme is 'Reach Out. Speak Out.' to inspire Albertans to take action now and in the future to end family violence and support survivors.

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### For more information:

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