



silicon valley

News Release

For Immediate Release

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### **YWCA Silicon Valley Wants You to Walk a Mile in Her Shoes**

**San Jose, CA...** YWCA Silicon Valley is looking for participants for their annual Walk a Mile in Her Shoes event on Thursday, June 27. They aim to have 1,100 men walking in heels, with each brave man representing each sexual assault survivor the organization will serve this year.

This is a light-hearted event that the organization hosts every June to raise awareness about sexual assault and domestic violence. YWCA Silicon Valley works to end violence against all women, regardless of the sex they were assigned at birth.

Walk a Mile in Her Shoes will take place at Santana Row, where men, women and children join forces to show their support for YWCA. Past participants have included prominent business leaders, elected officials, professionals, educators and students.

“YWCA Silicon Valley is truly committed to helping the women in this community, and this walk brings people together,” said Mayor Sam Liccardo. “Aside from being such a positive cause, it’s great to see all these guys stumbling in their heels.”

The funds raised help provide life-saving support services to survivors of sexual assault, domestic violence and human trafficking. The fundraising goal this year is \$140,000.

It is \$56 to register to walk, which represents how sexual assault occurs in California every 56 minutes. Students can also participate at \$5.60 with valid ID, and walkers can be sponsored online.

Check in and heel selection begins at 5 p.m. on June 27. The opening ceremonies and the walk begin at 6 p.m.

YWCA provides the participants heels in styles for all shapes, abilities and fashion senses. Walkers who bring and bedazzle their own shoes will be entered to win the 'Best Shoes' Award.

**About YWCA Silicon Valley:**

Being one of the first multiservice agencies in the Bay Area, YWCA Silicon Valley is committed to eliminating racism and empowering women. The organization offers therapy, support, education and events to the local community.

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**YWCA Silicon Valley  
WALK A MILE IN HER SHOES EVENT**

**WHO:** Being one of the first multiservice agencies in the Bay Area, YWCA Silicon Valley is committed to eliminating racism and empowering women. The organization aims to have 1,100 men walking in heels, with each brave man representing each sexual assault survivor the organization will serve this year. Past participants have included prominent business leaders, elected officials, professionals, educators and students.

**WHAT:** Walk a Mile in Her Shoes is a light-hearted event that YWCA Silicon Valley hosts every June to raise awareness about sexual assault and domestic violence. “Aside from being such a positive cause, it’s great to see all these guys stumbling in their heels,” said Mayor Sam Liccardo. The fundraising goal this year is \$140,000, with the funds going towards providing life-saving support services to survivors of sexual assault.

**WHEN:** Thursday, June 27, 2019  
5 p.m. – Check in and heel selection  
6 p.m. – Opening ceremonies and walk begins

**WHERE:** Park Valencia (in front of Maggiano’s), 3055 Olin Ave., San Jose, CA 95128

**SPECIAL GUEST:**  
**Mayor of San Jose, Sam Liccardo.** Mayor Liccardo will be giving a speech during the opening ceremonies. He will also be participating in the walk, and can do interviews as he struts in his heels.

**PHOTO OPPS:**  
Members of the press will have the opportunity to walk and speak with the participants both before and during the walk. Elected officials and local celebrities will be present, the Stanford Band will be performing and there will be plenty of opportunities to photograph our 1,100 men in heels. Our president, Mary Lee, will be available for on site interviews.

**HOW MUCH IS REGISTRATION:**  
\$56 (which represents how sexual assault occurs in California every 56 minutes)  
Students are \$5.60 with valid ID  
Walkers can also be sponsored online

**QUESTIONS:** Jenna Hendry, Special Events Coordinator, (123) 123-4545,  
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