



FOR IMMEDIATE RELEASE

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WTLC Competes in Fundraising Challenge to Raise Awareness of Financial Abuse

FULLERTON, CA (September 27, 2017) – This October, WTLC will compete with over 200 domestic violence service providers from across the country to raise funds through Allstate Foundation’s Purple Purse Challenge.

Using a purple purse to symbolize freedom from the financial abuse that prevents so many survivors of domestic violence from leaving an unsafe home, Allstate Foundation’s friendly competition encourages communities to dig deep in support of survivors’ paths to recovery. Throughout Domestic Violence Awareness Month, organizations will work within their networks to raise awareness of domestic violence and financial abuse, and raise funds to support the survivors in their communities. Throughout the month, Allstate Foundation will also sponsor multiple mini-challenges, giving participating organizations additional chances to win bonus funds to support their programs.

As both the oldest and largest domestic violence emergency shelter in Orange County, WTLC helps individuals and families escape the depths of domestic violence and exploitation, empowering them in their recoveries. While domestic violence affects individuals of all backgrounds, low-income survivors are often over-represented in shelter programs due to lack of resources; survivors who are financially dependent on an abusive partner often risk homelessness when deciding to leave. With the support of Allstate Foundation, WTLC’s programs address survivors’ immediate needs as well as long-term efforts towards financial independence.

The Purple Purse Challenge runs from October 2 to October 31, during which time WTLC aims to raise \$10,000 in support of its programs and the survivors it serves. WTLC CEO Gigi Tsontos says, “Financial dependence on another person can be the deciding factor in whether someone stays in an unsafe home. WTLC is excited to join organizations throughout the country to raise awareness of financial abuse and its impact on survivors of domestic violence.”

If you would like to support WTLC’s Purple Purse fundraiser, please visit www.crowdrise.com/womens-transitional-living-center-inc-purplepurse2017.

About WTLC:

WTLC is a non-profit organization dedicated to helping individuals and families escape the depths of domestic violence and exploitation by providing the tools and resources to build self-esteem and empower people for independent living. If you or someone you know is the victim of abuse, contact our 24-hour bilingual hotline at (877) 531-5522 or love@wtlc.org. For more information about WTLC, visit www.wtlc.org