

For Immediate Release

September 29, 2016

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Going Purple for a Good Cause

YWCA NE Kansas's Purple Purse Campaign Kicks Off September 28, 2016

Topeka, Kan. – YWCA of Northeast Kansas is excited to announce the distinction of being chosen as a Purple Purse Community Partner for the 2016 campaign. YWCA of Northeast Kansas will partner with The Allstate Foundation to raise awareness and fundraise for the YWCA's Center for Safety and Empowerment, a program of the YWCA that provides empowerment services to the Topeka and surrounding communities for those that are experiencing domestic violence.

YWCA of Northeast Kansas will kick off the fundraising portion September 28th at our headquarters at 11am CST with a press conference and presentation of our team captains and their fundraising goals. YWCA of Northeast Kansas's official Purple Purse fundraising campaign site can be found at <https://www.crowdrise.com/ywca-ne-ks-purple-purse/fundraiser/ywcaneks>

For the last five years, The Allstate Foundation has conducted its award-winning Purple Purse campaign to help more people understand domestic violence, the prevalence of financial abuse and the promise of financial empowerment services to help end abuse. The YWCA of Northeast Kansas is one of 250 national, state and local nonprofit organizations throughout the U.S. that will raise funding and change lives through this campaign.

To raise more awareness, the YWCA of Northeast Kansas is encouraging the public to participate in a Purple Purse Challenge by making personal donations. The Challenge will kick off on September 28, 2016 and will run through October 25, 2016.

Visit YWCANEKS.org to learn more about domestic violence and financial abuse as well as how to start conversations about this important topic. For immediate assistance with a dangerous situation, call the YWCA Center for Safety and Empowerment 24-hour toll-free helpline at (888) 822-2983.

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