



NEWS RELEASE
For Immediate Release
October 5, 2011

More Partners Join Campaign To Break The Silence On Violence Against Women

VANCOUVER – The “Be More Than a Bystander” project, focused on breaking the silence on violence against women that was launched in July of this year is now going to benefit from the support of three new partners. A third major founding partner, Encana Corporation, has come on board to join Status of Women Canada and the Ministry of Children and Family Development to support all aspects of this two-year provincial program between the Ending Violence Association of BC (EVA BC) and the BC Lions. Municipal partners including the City of Vancouver and the City of Surrey have joined to support this groundbreaking initiative by providing significant campaign advertising space in bus shelters as well as supporting the school-based education aspect of the program. Global Television has also joined to lend their support as a media partner.

“We believe in contributing to the sustainability of communities we work in and that is a major reason why we are so proud to partner with the BC Lions and EVA BC in this initiative,” says Richard Dunn, Vice-President, Regulatory & Government Relations for Encana.

Guided by an advisory group of women who are experts in the area of violence against women, this comprehensive project features professional athletes from the BC Lions visiting 40 high schools across the province over the next two years to talk to students about how they can be more than a bystander and break the silence on violence against women and girls. Workshop materials on how to talk to youth about these topics will also be created for coaches of amateur football teams and a legacy film will be created and distributed across BC. Players from the BC Lions will also be appearing in radio and TV public service announcements, in the stadium on the big screen, in the game

day program during BC Lions home games and on transit ads throughout Vancouver and Surrey.

“The assistance being provided by the new partners is substantial and will result in considerable support for the entire program, millions of views of the Public Service Ads as well important backing for the pivotal message to youth and adults alike, that being encouragement to break the silence on violence against women,” stated Tracy Porteous, Executive Director of EVA BC, the project’s lead organization.

”Giving youth the skills to speak up and learn to be more than a bystander is an important step in changing attitudes and ending violence against women and girls,” said Vancouver Mayor Gregor Robertson. “The City of Vancouver is proud to partner on this project and I hope that other cities will join as well.”

“It will take the concerted efforts of the entire community to effect change and eradicate violence against women,” says Surrey Mayor Dianne Watts. “The City of Surrey is proud to join in this unique partnership to engage the public and create awareness around abuse and the devastating impact it has on families.”

The project was launched on July 7, 2011 at the BC Lions training facility in Surrey with announcements made by the Honourable Rona Ambrose, Minister of Public Works and Government Services and Minister for Status of Women, and Mary McNeil, B.C.’s Minister of Children and Family Development, in association with Wally Bueno, General Manager and Head Coach of the BC Lions Football Club and Tracy Porteous, Executive Director of EVA BC (Ending Violence Association of BC).

“Past partnerships that have engaged BC Lions players in schools have shown that youth really respond to the role-modelling and messages the BC Lions deliver,” said Shirley Bond, Minister of Public Safety and Solicitor General. “The Province believes that using this proven approach to reach so many students, and backing it with broader public education, will help to address the violence that continues to affect many women, girls and their families.”

Media Contacts:

Jacqueline Blackwell
Communications Coordinator
BC Lions Football Club
604 930-5469

Tracy Porteous
Executive Director
EVA BC
604 633-2506 ext.11

Rod Garossino
Community Involvement Advisor
Encana Corporation
403 645-4704

Tara Foslien
Senior Communications Specialist
City of Surrey
604.375.4584

City of Vancouver
Corporate Communications
604.871.6336
media@vancouver.ca

