



Stop the violence. Start the healing.

2620 Southern Blvd  
Virginia Beach 23452  
757-631-0710-office  
757-430-2120-violence hotline  
757-587-4202-homeless hotline  
samaritanhouseva.org

---

**FOR IMMEDIATE RELEASE**

October 18, 2022

**CONTACT:** Andrew Roberts

(757) 469-6503

andrewr@samaritanhouseva.org

**MAKE PLANS TO WEAR PURPLE ON THURSDAY, OCTOBER 20 TO  
HELP SAMARITAN HOUSE *PAINT 757 PURPLE* AND RAISE  
AWARENESS OF DOMESTIC VIOLENCE IN OUR COMMUNITY**

*For the sixth year in a row, businesses throughout Hampton Roads are partnering with Samaritan House during October to raise awareness of domestic violence and funding.*

**VIRGINIA BEACH, VA** – October is Domestic Violence Awareness Month and Samaritan House continues to raise awareness of this important issue this month as we *Paint 757 Purple* in conjunction with nearly 40 Hampton Roads businesses that are generously helping educate patrons while raising much-needed funds to assist victims of violence.

“Every October, we take the time to remember those impacted by domestic violence, raise awareness and bring the community together. This year, we are very excited to have so many returning and new businesses participate in *Paint 757 Purple*. Be sure to wear purple this Thursday and we encourage people to patronize businesses that support our mission,” said Robin Gauthier, Executive Director, Samaritan House.

*Paint 757 Purple* is presented by PRA Group, GFL Environmental and Dragas Companies. Local participating businesses are supporting Samaritan House by spreading awareness and helping to raise funds in a variety of creative ways, including offering purple themed products/specials, hosting special events, ‘rounding up purchases’ or by simply asking patrons to make donations of any size via a donation box or by texting “SAM” to 50155. The public is also invited to wear purple and patronize our partners on Thursday, October 20 for *National Wear Purple Day*.

For a complete list of participating *Paint 757 Purple* businesses, visit [www.paint757purple.org](http://www.paint757purple.org).

###

**ABOUT SAMARITAN HOUSE:** Since 1984, Samaritan House has sought to foster personal safety, growth and self-sufficiency in adults and their children through freedom from sexual and domestic violence, human trafficking and homelessness in Hampton Roads by providing emergency and permanent housing, support services and community outreach to victims. For additional information, visit: [www.samaritanhouseva.org](http://www.samaritanhouseva.org)