



Stop the violence. Start the healing.

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SAMARITAN HOUSE DEBUTS PUBLIC SERVICE ANNOUNCEMENT AND RAISE AWARENESS OF DOMESTIC VIOLENCE

Video produced to expand Samaritan House’s outreach and raise awareness of domestic violence debuts online and televised streaming services.

VIRGINIA BEACH, VA – Today, Samaritan House continues to commemorate Domestic Violence Awareness Month by debuting an uplifting [public service announcement titled “Doors.”](#) which aims to raise understanding of domestic violence and how to access support services via online and television streaming services.

“Over the past several months, we have witnessed a marked increase in the need for our services and with many victims at home and online due to the COVID pandemic, we developed this new public service announcement to reach these victims at home,” said Robin Gauthier, Executive Director of Samaritan House.

Samaritan House worked closely with [Studio Center](#), a locally based production company to develop the concept and produce [the 30 second “Doors” PSA](#), inspired by a compelling testimonial provided by a domestic abuse survivor. As many victims of domestic violence are shielded by literal and figurative doors, the PSA conceptualizes a family trapped behind a door, silent victims that is able to change their lives with the help of Samaritan House to a door to a new home free of domestic violence.

The release of this PSA is in conjunction with the fourth annual [“Paint 757 Purple”](#) campaign. During the month of October, Samaritan House partners with local businesses, including event sponsor [Dollar Bank](#), to “Paint 757 Purple” by spreading awareness of domestic violence and assisting with fundraising initiatives, including selling branded face masks, pledge cards, donation boxes or by texting “SAM” to 51055 to make a donation. Samaritan House also encourages the public to wear purple and patronize our partners on October 22, “Paint 757 Purple Day.” For a list of participating businesses, visit [www.paint757purple.org](#).

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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](#)