



FOR IMMEDIATE RELEASE
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OCTOBER IS DOMESTIC VIOLENCE AWARENESS MONTH AND SAMARITAN HOUSE INVITES YOU TO HELP ‘PAINT 757 PURPLE’

Samaritan House will expand its outreach and profile with “Doors”, a public service message that will debut online and on streaming services later this month.

VIRGINIA BEACH, VA – Domestic violence has always been a problem in Virginia, but the COVID 19 pandemic has compounded the problem, creating a greater need for support and services for victims of domestic abuse. One third of women and nearly one quarter of men have experienced some form of physical violence by an intimate partner in Virginia.

“Now, more than ever, individuals and families are under a great deal of health and economic stress due to the pandemic, that has caused a spike in domestic violence and need for our services the past several months. This October will be particularly important to keep a spotlight on the issue of domestic violence,” said Robin Gauthier, Executive Director of Samaritan House.

October is Domestic Violence Awareness Month and Samaritan House invites the public to join us as we “Paint 757 Purple” throughout the month, to learn how domestic violence impacts our community and raise needed funds to assist victims. For October 2020, Samaritan House seeks to reach a wider audience and for the first time is producing a televised public service announcement in addition to partnering with local businesses to raise awareness and “Paint 757 Purple” for the fourth year.

Samaritan House is excited to work with Studio Center, a locally based production company to produce “Doors”, a 30 second, uplifting public awareness campaign scheduled to air online and on streaming services later in the month. In addition, a full-scale social media campaign that will help raise awareness of domestic violence in our community.

And, for the fourth year in a row, Samaritan House is partnering with businesses throughout Hampton Roads that will help “Paint 757 Purple.” Our business partners will not only be assisting us to spread awareness of domestic violence, but will help with fundraising initiatives, including selling Samaritan House face masks and by asking patrons to make a donation 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 October 22 for National Wear Purple Day. For a list of participating businesses or to learn how to get involved with the “Paint 757 Purple” campaign, 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