

## NEWS RELEASE

For Immediate Release

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### **abc27, Anchor Valerie Pritchett are Media Sponsors For PCADV's Second Annual Purple Purse Challenge**

*October's month-long contest to help battered partners claim financial independence*

HARRISBURG, Pa., Sept. 24, 2015 – The Pennsylvania Coalition Against Domestic Violence said today that abc27 in Harrisburg and its popular anchor, Valerie Pritchett, will again be official media sponsors for the second annual Purple Purse Challenge.

“abc27 and Valerie are renowned in central Pennsylvania for their commitment to community service,” said PCADV Director Peg J. Dierkers. “We are proud to have them on board again to help us highlight and raise funds to benefit Pennsylvania victims of domestic violence.”

The Purple Purse Challenge is a national month-long fundraising contest to help support victims of domestic violence, who lack the financial resources to leave their abusive partners. PCADV is among an estimated 200 nonprofits competing for \$500,000 in total prize funding awarded by the Allstate Foundation. The purple purse is symbolic, because it's the color of domestic violence awareness and the purse represents a woman's financial prowess.

The month-long contest runs from Oct. 1 to Oct. 27, during Domestic Violence Awareness Month. For more information on how you can participate, please visit <http://purplepurse.com> and PCADV's fundraising page at <https://www.crowdrise.com/PennsylvaniaCoalitionAgainstDo>

Domestic violence victims frequently cite their lack of financial independence as a primary reason for their inability to break free of an abusive relationship.

PCADV continually works to help domestic violence victims obtain financial independence, the primary reason domestic violence survivors remain in or return to abusive relationships.

“PCADV and its statewide network of 60 community-based domestic violence services centers know, from more than three decades of working with victims, that financial instability ranks as the No. 1 reason why victims stay with or return to their abuser,” Dierkers said. “Many victims endanger themselves so their children can have a home. By taking the Purple Purse Challenge, we can work together to raise awareness about domestic violence and financial abuse, get people talking about the issue, but most importantly help carry the message of financial freedom.”

All contributions to PCADV will benefit Pennsylvania women, men and children who are breaking free from domestic violence in their communities. These funds will help survivors repair their credit, receive needed training and education, open a savings account and find substantial employment.

Last year, PCADV raised \$3,195 in Allstate Foundation’s Purple Purse Challenge, earning an additional \$1,000 in incentive funds for domestic violence service centers. The YWCA of Evanston/North Shore in Illinois won the \$100,000 grand prize by raising \$311,467 in donations.

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### ***About PCADV***

*Founded in 1976, the Pennsylvania Coalition Against Domestic Violence is the oldest statewide domestic violence coalition in the nation. Each year it provides free and confidential services to nearly 100,000 victims of domestic violence, through a network of 60 community-based programs serving all 67 counties in the commonwealth. PCADV also promotes public awareness of domestic violence-related issues through its PA SAYS NO MORE campaign, which it operates in partnership with the Pennsylvania Coalition Against Rape. For more information, visit [www.pcadv.org](http://www.pcadv.org) or [www.pasaysnomore.com](http://www.pasaysnomore.com); or follow PCADV on Twitter @pcadvorg and on Facebook at <https://www.facebook.com/pages/Pennsylvania-Coalition-Against-Domestic-Violence/479697025386367>.*

### ***About The Allstate Foundation***

*Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Through partnerships with nonprofit organizations across the country, The Allstate Foundation brings the relationships, reputation and resources of Allstate to support innovative and lasting solutions that enhance people’s well-being and prosperity. With a focus on teen safe driving and building financial independence for domestic violence survivors, The Allstate Foundation also promotes safe and vital communities; tolerance, inclusion, and diversity; and economic empowerment. For more information, visit [www.AllstateFoundation.org](http://www.AllstateFoundation.org).*