



## **NEWS RELEASE**

For Immediate Release

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### **PA Coalition Against Domestic Violence Raised \$3,025 In Allstate Foundation's Purple Purse Challenge**

*Earns additional \$1000 in incentive funds for domestic violence programs*

Harrisburg, PA, Oct. 7, 2014 – The Pennsylvania Coalition Against Domestic Violence raised \$3,025 in the recently concluded Purple Purse challenge, a nationally sponsored national contest sponsored by the Allstate Foundation, which rewarded PCADV's effort with an additional \$1,000 in incentive funds.

The Purple Purse Challenge launched on Sept. 2 and ended Friday. In total, the challenge raised \$2.5 million for domestic violence programs and financial empowerment services. The Allstate Foundation contributed nearly \$650,000 to participating organizations through incentive funding and direct grants.

The YWCA of Evanston/North Shore in Illinois won the \$100,000 grand prize by raising \$311,467 in donations.

“The funds raised through the Allstate Foundation Purple Purse Challenge helped raise public awareness across the nation and will help make sure survivors in our area get the financial education services they need to break free from domestic violence,” said PCADV Executive Director Peg J. Dierkers. “Thanks to the more than 69 donations received from the challenge, our organization can provide even more resources to families, keeping them safe from abuse.”

Dierkers thanked First Lady Susan Corbett for serving as honorary chairperson and anchor Valerie Pritchett of ABC27 in Harrisburg for serving as media sponsor.

The Allstate Foundation also offered the following tips to start a conversation with someone you suspect is in an abusive relationship:

**Offer support without judgment or criticism.**

There are a lot of reasons why a victim may stay in an abusive relationship, and many reasons why she may also leave and return to the relationship multiple times. Let her know it's not her fault and that she's not alone.

**Don't be afraid to tell her that you're concerned for her safety.**

Help your friend or family member recognize the abuse while acknowledging that she is in a very difficult and dangerous situation.

**Avoid confrontations.**

There are many reasons why individuals experiencing abuse don't reach out to family and friends. It's important to recognize when she is ready to talk about her experiences while still offering support.

**Encourage her to get help.**

Suggest ways she can get additional support. Help her look into available resources, such as the National Domestic Violence Hotline number (800-799-SAFE) or a local domestic violence agency with specially trained advocates to help her out of the situation.

For more information, visit, [www.purplepurse.com](http://www.purplepurse.com).

**About the Pennsylvania Coalition Against Domestic Violence**

Founded in 1976, the Pennsylvania Coalition Against Domestic Violence is the oldest statewide domestic violence coalition in the nation. Each year it provides assistance 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).

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