**Contact:**

Kayla Grant

Director of Social Change Advocacy

517-548-1350

kgrant@lacasacenter.org

Press Release

**FOR IMMEDIATE RELEASE**

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**October Glow Campaign Raises Awareness**

Livingston County will be illuminated in purple when LACASA Center launches its community-wide awareness initiatives in October, which is National Domestic Violence Awareness Month. For the fourth year in a row, Minerva’s Salon & Wellness Spa in Brighton is the presenting sponsor.

LACASA is an independent, locally-based nonprofit that helps victims of child abuse, domestic violence and sexual assault. The agency also provides educational programs throughout the community to raise public awareness and help prevent abuse.

The organization’s Glow campaign launches Oct. 1, 2022. Purple is the cause color for domestic violence. Area businesses and residents are invited to display purple lights on store fronts and home fronts along with yard signs. Purple lights and yard sign bundles are available at the LACASA Collection for a nominal donation.

A Glow Gathering will be held on September 29 from 7 – 8 p.m. at the Brighton Millpond and Amphitheater. The public is invited to participate in this free event, which will feature performances, art displays by survivors, speakers, and the illumination of lights surrounding the millpond.

Last year, LACASA’s Glow campaign, which was developed in 2020, was named a national Purple Ribbon Award winner in the category of Outstanding Awareness Campaign by Theresa’s Fund and DomesticShelters.org.

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Purple Ribbon Awards recognize the “heroes serving victims and survivors of domestic violence.” Theresa’s Fund and DomesticShelters.org work in tandem to provide comprehensive domestic violence resources in the U.S. and Canada for people experiencing and working to end domestic violence.

Purple lights and yard signs are currently for sale at LACASA Collection, the nonprofit’s unique charity resale boutique, 120 W. Highland Rd., Kroger/Crossroads Plaza, Howell. For more information, visit **lacasacenter.org**

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**ABOUT LACASA:** This locally-based nonprofit helps victims and survivors of child abuse, domestic violence and sexual assault. It also provides critical education programs to increase public awareness and prevent interpersonal violence in the community. More information is available at lacasacenter.org.