

FOR IMMEDIATE RELEASE

Embrave: Agency to End Violence, formerly known as Interim Place, announces new brand

Monday, December 14th, PEEL REGION- Embrave: Agency to End Violence, formerly known as Interim Place, is thrilled to announce the launch of its new organizational brand identity.

This announcement marks the culmination of a year-long collaborative process to build a new name, brand, and identity for Embrave; an identity that embodies the shifts the organization has made over almost 40 years of thought leadership on strategies to address and eradicate gender-based violence. The organization is proud to reveal a new name and brand which better reflect its unique values, clients, and service offerings.

“Too many times survivors of violence feel alone, less than, or incomplete. Our new name and logo are representations of this.” said Sharon Floyd, Executive Director. “We understand that healing is not linear. We recognize, respect, and honour the bravery of all survivors and stand alongside them. We want to create a space where survivors can bring their whole selves- no matter what. We embrace brave. We inspire bravery. We are Embrave!”

Embrave amplifies the voices of survivors; we educate the public; and inspire systemic change through collaborative work with other stakeholders and organizations in the community.

To mark the occasion on Friday, December 18th, 2020 from 12pm- 2pm, Embrave is hosting the virtual premier and launch of [Unstoried Series](#), a film series produced by Embrave in collaboration with [Fela](#).

This premiere will focus on “the Construction of Dangerous Women.” The first short film in the series, *Embracing Brave: A Tale of Survival*, is based on the true story of Jordan*, who was incarcerated in Ontario while participating in Embrave’s ‘On Our Own’ Program. Jordan’s story sheds light on the over-representation of Indigenous and Racialized women in Canada’s prisons that is a result of colonialism and racism.

In Jordan’s words, “People look right through me. They don’t see me as a human being, but as a cautionary tale. Silence and oppression are violence- don’t leave me alone in the silence.”

Jordan’s story is one that needed to be told. She, and so many like her, has not only had to contend with violence, racism, and colonization, but also with a society that renders her invisible. Her story is emblematic of those who bear the brunt of deep-rooted, oppressive systems.

“We hope this film will challenge the common misconceptions about women who are criminalized and encourage community members, service providers, and lawmakers, to challenge racism and colonialism deeply embedded within our own belief systems and institutions.” Rebecca Rogers, Manager of Program and Services states, “Every survivor deserves a chance to heal from violence and trauma.”

**Jordan’s name has been changed to ensure her anonymity.*

**The Unstoried Series: The Construction of Dangerous Women,
Premiere of *Embracing Brave: A Tale of Survival***

Who	<ul style="list-style-type: none"> • Embrace: Agency to End Violence • Fela • Director Kimberley Veitch • Ellyn Jade: is an actress, known for Frontier (2016), Letterkenny (2016) and Burden of Truth (2018).
What	<p>The launch of the Unstoried Series, a film series produced by Embrace: Agency to End Violence (formerly Interim Place), and Fela. This premiere event will focus on the Construction of Dangerous Women. Witness the first live screening of <i>Embracing Brave: A Tale of Survival</i>, a short film inspired by the true story of a participant in Embrace's 'On Our Own' Peer Program for survivors of violence incarcerated in Ontario. The film was produced in collaboration with Fela TV and directed by Kimberly Veitch.</p> <p>Event Program:</p> <ul style="list-style-type: none"> • Premiere of <i>Embracing Brave: A Tale of Survival</i> • Panel discussion with 'On Our Own' Peer Program creators and participants • Also featuring video interview with Director Kimberly Veitch and Ellyn Jade
When	December 18th at 12-2 p.m.
Where	Register for this live-streamed event on Eventbrite at https://tinyurl.com/y3nh87dh
Contact	<p>Media inquiries 905-403-9691 or by email to:</p> <ul style="list-style-type: none"> • re: Organizational Rebrand: Sharon Floyd, Executive Director, sharon@interimplace.com & ext. 2224. • re: <i>Embracing Brave: A Tale of Survival</i>: Rebecca Rogers, Manager, Programs and Services, rebecca@interimplace.com & ext. 2222. ▪ Event details: Julie Shultz, Development Manager, development@interimplace.com & ext.2223.

EMBRAVE

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