



AGENCY TO END VIOLENCE

PRESS RELEASE

FOR IMMEDIATE RELEASE

Embrave Agency to End Violence launches What Does It Take to be a GBV Ally? Campaign on International Women's Day

Monday, February 22nd, PEEL REGION- Embrave Agency to End Violence, formerly known as Interim Place, is thrilled to announce the launch of a year-long public awareness campaign that seeks to spark critical conversations about allyship in the work to end gender-based violence (GBV) in Peel Region.

“Allyship is a practice of working in solidarity with marginalized groups to deconstruct the systems that challenge that group's basic rights and ability to thrive in our society. It is also an ongoing process of forging relationships based on trust and accountability,” said Sharon Floyd, Executive Director. “In the work to end gender-based violence, these groups include women, Two-Spirit, genderqueer, trans, and non-binary communities.”

International Women's Day is March 8th, 2021, and this year's theme is **Choose to Challenge**. To mark the occasion Embrave Agency to End Violence is launching the second campaign in our **Unstoried Series** of films, ***What Does It Take to be a GBV Ally?*** The organization believes critical conversations are required to move this important work forward.

A GBV ally chooses to challenge toxic masculinity and is committed to unlearning harmful and restrictive ideas of 'manhood.' Allies recognize their inherent privilege and leverage it to contest and reconstruct unjust power relations. With this campaign, the organization strives to encourage community members to think about what it takes to be an ally. The campaign aims to encourage dialogue about what allyship can look like across social, professional, educational, and political spheres.

The ***What Does It Take to be a GBV Ally?*** campaign was produced by Embrave in collaboration with [Fela](#), a production company that specializes in making cutting edge music videos, commercials, documentaries, and films. The series was directed by Kimberly Vietch. To help start the conversation, Embrave asked eight popular influencers hailing from across Canada including spoken-word artist [Humble the Poet](#), recording artist [Sean Leon](#), actor [Ellyn-Jade](#), and visual artist [Callen Schaub](#), among others, to share what they think it takes to be an ally in the work to end GBV. The organization will be premiering these compelling interviews online over the course of the campaign kick-off, between February 22nd- March 8th.

Embrave will commemorate the official launch of this thought-provoking campaign with ***“Choose to Challenge Violence: What Does it Take to be a GBV Ally?”***, a virtual event taking place on International Women's Day, Monday, March 8th at 3 p.m. The event will draw upon the influencers' insights to explore some of the strategies we can all start taking today as allies in the work to end gender-based violence. Community members, organizations, and corporate partners alike are invited to attend this free event to learn about allyship in the work to end gender-based violence.

MEDIA ADVISORY

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Who	<p><u>Embrave: Agency to End Violence</u> is an anti-violence organization providing shelter, counselling and advocacy supports for women, Two-Spirit, gender queer, trans and non-binary folks and their children experiencing any form of violence in the Region of Peel and beyond.</p> <p><u>Fela</u> is a production company that specializes in making cutting edge music videos, commercials, documentaries, and films. Fela's core strength is having the innate ability to tell cultural stories authentically while being a voice for the unheard and underrepresented. Their team of directors have created ground-breaking music videos for Drake, Rihanna, Kendrick Lamar, Rosalia, Jay Z, SZA, Coldplay, Black Eyed Peas, Eminem and many more.</p> <p>Director <u>Kimberley Veitch</u> has always envisioned creating a career out of humanity. With a strong interest and focus in the field of women in development and sexual violence in conflict; Kimberley has the intention of dedicating her future empowering women and raising awareness to social injustices against women on an international scale. 'Live to inspire and be inspired' is a quote Kimberley has adopted in her everyday life.</p> <p><u>Featured Influencers</u> <i>(Listed in order of campaign appearance.)</i></p> <p><u>Sean Leon</u> Matthew Sean Leon (born January 30, 1991) is a Canadian rapper, singer, and record producer from Toronto, Ontario. He is the founder of the IXXI Initiative, formed in 2012 in Toronto.</p> <p><u>Ellyn-Jade</u> Ellyn Jade is an actress, known for Vikings (2013), Frontier (2016) and Burden of Truth (2018).</p> <p><u>Rayvn Wngz</u> Ravyn Aariah Wngz is an African, Bermudian, Mohawk, 2Spirit, Queer and transcendent individual. ... Wngz is a co-founder of ILL NANA/Diverse. City Dance Company, a Queer multiracial dance company that provides affirming accessible dance education to all LGBTTIQQ2S communities.</p> <p><u>Callen Schaub</u> Callen Schaub is an abstract artist based in Montreal, Canada. He is recognized for his vibrant paintings using trapezes, pendulums, and spinning machines. Schaub openly shares his painting process with viewers and inspires fans everywhere to participate in his "Fake Art" movement.</p> <p><u>Humble the Poet</u> Kanwer Singh (born July 12, 1981), known professionally as Humble the Poet, is a Sikh Canadian YouTube personality, author, rapper and spoken-word artist. He is the author of three books, Unlearn: 101 Simple Truths for a Better Life, Unlearn—Beneath the Surface: 101 Honest Truths to Take Life Deeper.</p>
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AGENCY TO END VIOLENCE

	<p><u>Emmanuel Jal</u> Emmanuel Jal is a living expert in mental health and resilience. He started his life as a child soldier in war torn South-Sudan and after overcoming a number of struggles, transformed his life into one of a successful recording artist, peace ambassador, philanthropist and entrepreneur.</p> <p><u>Jeff Perera</u> Jeff Perera builds bridges between people of all genders having spoken to tens of thousands of people across North America about gender, masculinity, empathy-building, and men helping end gender-based violence. Jeff is a storyteller inspiring new models of possibility for men and young men, and healthier versus harmful ideas of manhood where we work, live, play, worship or study.</p> <p><u>Karen Cragg-Milne</u> Karen is a leading go-to expert for organizations that are serious about 'getting equality work RIGHT'. A proud Kenyan Canadian, Karen Craggs-Milne is a recognized global expert with over 20 years of international experience promoting equity, diversity, anti-racism, gender equality and inclusion.</p>
What	<p><i>“Choose to Challenge Violence: What Does it Take to be a GBV Ally?”</i>, a virtual event taking place on International Women’s Day, Monday, March 8th at 3 p.m.</p> <p>Embrave is hosting the virtual premier and launch of the <i>What Does it Take to Be a GBV Ally?</i> Campaign and film series produced by Embrave in collaboration with Fela.</p> <p>Event Program:</p> <ul style="list-style-type: none">• Introduction and key learnings presented by Jeff Perera• Premiere of What Does it Take to be a GBV Ally? Video campaign featuring compelling video interviews with popular creative influencers
When	March 8 th at 3 p.m.
Where	<ul style="list-style-type: none">• To register for the event visit: https://choosetochallengeviolence.eventbrite.ca• To view the campaign visit: https://embrave.ca/campaigns/what-does-it-take-to-be-a-gbv-ally/

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