

EMBRAVE

AGENCY TO END VIOLENCE

PRESS RELEASE

FOR IMMEDIATE RELEASE

Embrave changes allyship campaign strategy to elevate the voices of survivors

Friday, March 5th, PEEL REGION- On Monday, February 22nd, 2021, Embrave Agency to End Violence, formerly known as Interim Place, announced 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.

Shortly after news of the campaign launch was released Embrave was contacted by a community member who disclosed allegations of sexual violence regarding one of the individuals featured prominently in the campaign. Resultantly, Embrave has made changes to our approach to this campaign, including new materials featuring the current faces of our campaign, a new campaign launch date, and a strengthened focus on the voices of survivors in conversations about allyship.

This incident has underscored the need for critical conversations about the nature of violence, allyship, and accountability.

This revelation has thrown into stark relief the covert nature of gender-based violence and its perpetrators. It is critical that we acknowledge that those who commit violent acts are not easily discernible from those who do not. Most perpetrators are not strangers concealed in shadowy alleyways, but rather are known to those they enact violence upon- they are friends, family members, and lovers. Bearing this in mind, it is imperative that we believe and support survivors of sexual violence when they share their experiences.

“We must demonstrate to survivors that we care about their experiences by taking their reports of violence seriously and placing blame squarely on the shoulders of the perpetrator, rather than the victim. We must ensure that accountability lies with people who cause harm.” said Sharon Floyd, Executive Director

We are familiar with instances where perpetrators of violence use their relative power, popularity, and influence to further narratives of their own design. Embrave hopes to counter this by elevating the stories of those who have been harmed. Let this be a reckoning upon those who yield power, charisma, and the assumption of innocence as a means of concealing violence.

With the ***What Does it Take to be a GBV Ally?*** Campaign we issue a call for collective change. To forge lasting change for survivors of violence, we must work in concert to change the structures that perpetuate violence. By illuminating the prevalence of violence- and shining a spotlight on strategies for shifting the gender inequities and power dynamics that perpetuate it- this campaign will serve as a means for substantive change, and a source of solidarity for

survivors of violence. This work will end only when our community is one in which safety and equity are accessible to all.

Embrave will commemorate the official launch of the ***What Does it Take to Be a GBV Ally?*** campaign with ***“Choose to Challenge Violence: What Does it Take to be a GBV Ally?”***, a virtual event now taking place on International Day Against Victim Blaming, Saturday, April 3rd, 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.

To view the campaign, register for the event, or donate to our Brave Space Fund for Anti-Violence Public Education please visit: <https://embrave.ca/campaigns/what-does-it-take-to-be-a-gbv-ally/>

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MEDIA ADVISORY

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Who	<p>Embrave: Agency to End Violence 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>Fela 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 Kimberley Veitch 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>Sean Leon</p>
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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.

[Ellyn-Jade](#)

Ellyn Jade is an actress, known for Vikings (2013), Frontier (2016) and Burden of Truth (2018).

[Rayvn Wngz](#)

Ravyn Ariah 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.

[Callen Schaub](#)

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.

[Emmanuel Jal](#)

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.

[Jeff Perera](#)

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.

[Karen Cragg-Milne](#)

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.

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<p>What</p>	<p>“Choose to Challenge Violence: What Does it Take to be a GBV Ally?”, a virtual event taking place on International Day Against Victim Blaming, Saturday, April 3rd, at 3 p.m.</p> <p>Embrave is hosting the virtual premier and launch of the What Does it Take to Be a GBV Ally? 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 <i>What Does it Take to be a GBV Ally?</i> Video campaign featuring compelling video interviews with popular creative influencers
<p>When</p>	<p>Saturday, April 3rd, at 3 p.m.</p>
<p>Where</p>	<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/ • To donate to Embrave’s campaign visit: https://embrave.ca/campaigns/what-does-it-take-to-be-a-gbv-ally/

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