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Volunteers are “Painting it Purple” in support of Domestic Violence Prevention Awareness Month at dozens of businesses, schools, non-profits, government centers and community events throughout October

CAMARILLO, CA – Interface Children & Family Services’ volunteers armed with purple nail polish, are participating in dozens of scheduled and pop-up events in every major city of Ventura county and adjacent to support Domestic Violence Prevention Awareness Month – their most public event will be this week-end at ArtWalk Ventura. On display will be Project Hope Healing Art Exhibit – a travelling display of artwork created by domestic violence survivors, their children and Interface advocates to highlight their journey and healing process.

Interface's west county regional advisory board co-led by Ojai’s Lavender Inn owner, Kathy Hartley, and Ventura County Credit Union CAO, Linda Rossi, are spearheading the effort with a highly energized small group of local professionals. The concept started last year and with little formal planning volunteers hosted 29 events reaching over 600 people. This year they are projecting 60 events and reaching an audience of several thousand.

In addition to ArtWalk Ventura, dozens of schools, businesses, non-profits and government leaders are participating including: Calvary Community Church MOPS (Mothers of Pre-Schoolers) Westlake Village, Camarillo City Council, Foothill High School in Ventura, Frontier High School in Camarillo, Hey Beautiful! Boutique and Blo Dry Lounge (at new location on Main Street in Ventura), Kirby Auto Group at Ventura Auto Mall, Les Boudoirs Boutique in Westlake Village, MICOP Oxnard, Pepperdine University Health Communications Class in Malibu, St. Bonaventure High School vs Westlake High School at Ventura College, Ventura City Council, Ventura County Coastal Association of Realtors (VCCAR) annual trade show in Oxnard, Ventura County Board of Supervisors and Ventura County Credit Union (8 branches county-wide).

"We set up a table and ask individuals to take a pledge against domestic violence by painting one nail purple and provide them with a no-more silence, no-more shame, no-more stigma wallet card with contact information," relayed Linda Rossi. "Every 9 seconds in the US a woman is assaulted or beaten. Almost every person we interact with has a story or knows someone impacted by domestic violence and is grateful to have a simple way to get help for themselves or for someone they know."

This year's efforts were more formalized and the group realized the importance of making it easy for interested volunteers to set up a table and get materials and information. As a result, Paint it Purple™ events-in-a-box are being distributed out of Interface's Camarillo office. The box includes everything someone would need to put on their own event: nail polish, brochures, and domestic violence resources.

"This is only our second year and the response has been overwhelmingly positive from all sectors of the community," said business owner and Interface board member, Kathy Hartley. "All of us recognize the importance of strengthening families, and reducing the stresses associated with warning signs of potential abuse at home - we just want to make it easy to say something if you see something" she further elaborated.

And now it is easier than ever for people needing immediate solutions before problems escalate to get the help they need. This past month, with help from Kaiser Foundation Hospitals Woodland Hills, texting for help from 2-1-1 Ventura County, a program of Interface Children & Family Services, is available 24/7. Anyone can call 2-1-1, text 898211, or click 211ventura.org to be connected with information about all the health and human services available to them in Ventura County.

"Few people know that 2-1-1 is the most direct way to get confidential help immediately," said Rossi. "We hope with this year's campaign will help change that."

For a full listing of scheduled events and a downloadable tool-kit with resources for hosting a Paint it Purple™ event, visit icfs.org/PaintItPurple or contact Laura Everest at leverest@icfs.org.

About Interface Children & Family Services

Interface Children & Family Services is Ventura County and surrounding community's most comprehensive non-profit human services safety net. Founded in 1973, Interface works to prevent and heal the effects of child abuse, neglect and abandonment; domestic violence; family conflict and mental health issues.

2-2-2

Interface has 24 distinct programs representing six core service areas, including mental health and trauma treatment, domestic violence and child abuse prevention, youth crisis intervention, human trafficking and justice services.

Serving approximately 35,000 local individuals annually, plus assisting 150,000 callers to the 2-1-1 Helpline across the state, Interface offers effective solutions to the urgent needs of families and individuals in crisis. This important work is sustained through donations and grants from individuals and organizations, as well as by the work of dedicated volunteers and staff. For more information please contact Interface Children & Family Services at 4001 Mission Oaks Blvd, Suite I, Camarillo, CA 93012 by telephone at 805.485.6114 or visit www.icfs.org.

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