



WOMEN IN DISTRESS™  
OF BROWARD COUNTY, INC.  
ESTABLISHING S·A·F·E™  
STOP ABUSE FOR EVERYONE™



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## **LAUNCH OF WOMEN IN DISTRESS' 100 MEN INITIATIVE OFF TO A GREAT START WITH HELP FROM THE GALLERIA AT FORT LAUDERDALE AND TRULUCK'S**

**FORT LAUDERDALE, FL (June 28, 2010)** — Truluck's at The Galleria at Fort Lauderdale served as the backdrop for a special gathering to launch Women In Distress' (WID) 100 Men Initiative, a collective effort to raise awareness and funds to sponsor beds for the shelter, providing families affected by domestic violence with a safe place to rest. Four new supporters were identified at the intimate event, making it nearly 50 donors who have come forward to support this effort to date. In the spirit of giving, The Galleria at Fort Lauderdale made a \$1,000 contribution and Truluck's provided complimentary food and spirits for the potential donors and current supporters of Women In Distress. The Galleria joins other members of the 100 MEN Initiative including Bill Mahoney, Mike Jackson, Rick Case and Mike Maroone.

"The Galleria is committed to the community and supports a number of worthy organizations," said Melissa Milroy, marketing director at The Galleria Fort Lauderdale. "Together with Truluck's we are proud to support this initiative, which will benefit families affected by domestic violence."

The 100 MEN Initiative is part of the Women In Distress Project SAFE Place Capital Campaign. The goal is for at least 100 men to make a one-time donation of \$1,000 to sponsor the 100 beds at WID's new Jim and Jan Moran Family Center, ultimately helping WID raise \$100,000 towards the Project SAFE Place Capital Campaign.

"This is a wonderful and unique opportunity to involve men in our community," said Mary Riedel, president and CEO of Women In Distress, the only nationally accredited, state-certified, full service domestic violence center serving Broward County. "We applaud The Galleria and Truluck's Ft. Lauderdale for being so supportive, as we do all we can to provide families affected by domestic violence with a safe place as they rebuild their lives at Women In Distress."

Women In Distress' mission is to provide victims of domestic violence with safe shelter, crisis intervention and resources, and to educate the community in order to Stop Abuse For Everyone (SAFE) through Intervention, Education and Advocacy. In early 2009, the agency announced plans to expand to a new Jim and Jan Moran Family Center in Deerfield Beach. The Project Safe Place Capital Campaign seeks to raise a total of \$5 million, with over \$1.9 million already raised to date. Renovation is currently underway on the six-acre site, which includes five buildings. When complete, the new Jim and Jan Moran Family Center will allow the agency to better meet the demand for services and increase the number of emergency shelter beds from the current 62 to 100 initially, with additional capacity for up to 132 beds.

Donations this year to the Project SAFE Place Capital Campaign and the 100 MEN Initiative are eligible for the Moran Challenge Grant – for every three dollars donated, an additional dollar will be given personally by Jan Moran, up to \$500,000.

For more information about how you can become a member of the 100 MEN Initiative or to learn more about Women In Distress, contact WID Associate Director of Development, Lauren Frank at 954-332-4753 or [lfrank@womenindistress.org](mailto:lfrank@womenindistress.org).

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