

Press Release

For Immediate Release

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Men Walk a Mile In Her Shoes to stop gender violence

(BRAINERD / BAXTER, MN) Men from all walks of life will walk one mile in women's high heels on Saturday, August 20th, 2011 at Mills Ford in Baxter, MN to protest rape, sexual assault and gender violence. Proceeds from both the registration and sponsored walkers will go to Sexual Assault Services and Mid-Minnesota Women's Center.

Male community members and leaders will proclaim their solidarity with the rape prevention movement by marching in high heels, with women and children marching at their side. Educators, students, law enforcement officers, elected officials and others are expected to participate.

Special entertainment will be provided by Brainerd's Own Bill "The King" Musel. The major sponsor is Mills Fleet Farm and Mills Automotive Group.

The event begins with registration at 9:00 am with the march at 10:30am. Refreshments and snacks will be available. Several massage therapists are donating their time and talents, also.

Men who can not wear high heels can wear specially decorated shoes. Women and children can wear regular shoes. Shoes are available for those who don't have their own high-heels. If you have large size high heel shoes you can donate to the event please call Dan at 851-5900.

Inspired by the old saying, "you can't understand a person's experience until you've walked a mile in their shoes," men will literally walk one mile in women's high-heeled shoes.

"We're not only raising much needed funds, but we're sending the message to other men that violence against women is not OK," said Dan Hegstad, one of the event organizers. "This event was started by men to support women. We want women to know this not just their cause. Gender-based violence hurts all of us."

Bullet points:

- Walk A Mile In Her Shoes
- Men will walk a mile in women's high heels to raise awareness and money for the Mid-Minnesota Women's Center and Sexual Assault Services.
- Saturday, August 20th at Mills Ford lot in Baxter.
- Men who can not wear high heels can wear specially decorated shoes.
- Women and children can wear regular shoes.
- High-heeled shoes will be provided for those who do not have their own.
- High heel shoes in larger sizes can be donated by dropping them off at the Brainerd or Baxter police departments
- Entertainment by: Brainerd's Own Bill "The King" Musel
- Men are encouraged to lead a team or join a team.
- If you can't walk, please contribute.
- Registration, on-line donation and more information is at: www.walkamilebrainerdbaxter.com
Radio: Walk A Mile Brainerd Baxter dot com
- Major sponsor: Mills Fleet Farm, Mills Automotive Group, and Lakes Printing