



OFFICE OF THE MAYOR
CITY OF SCHENECTADY
NEW YORK

Gary R. McCarthy
Mayor

City Hall, 105 Jay Street, Rm 111
Schenectady, N.Y. 12305-1938
(518) 382-5000
Fax: (518) 382-5272
gmccarthy@schenectadyny.gov

For Release: Immediate
Date: October 10, 2017

PRESS RELEASE

***Mayor Gary R. McCarthy Announces
Schenectady's City Hall Clock Tower
Will be turning Purple and Pink for the month of October***

Schenectady, NY ~ During the month of October, Schenectady City Hall clock tower will be bathed in two colors; purple to Shine the Light on Domestic Violence Awareness ~ to raise awareness and combat the scourge of domestic violence and declare that it will not be tolerated in our community; and in pink for Breast Cancer Awareness.

“It is critical that we highlight these important issues in October by throwing the switch on the floodlights of City Hall tonight,” said Mayor McCarthy. “It takes a coordinated effort by all corners of the community; law enforcement, advocates, community groups, and schools to enforce this.”

All New Yorkers are being asked to wear purple on Thursday, October 19 to help generate discussion and awareness of domestic violence and dating abuse. The New York State Office for the Prevention of Domestic Violence (OPDV) has coordinated the statewide Shine the Light campaign annually since 2007. The agency has a “Shine the Light” tool kit, which includes resources that can be used and information to assist professionals and community members in “going purple.” The tool kit can be found at:

http://www.opdv.ny.gov/public_awareness/campaigns/shinethelight/toolkit/index.htm

In New York State, in just one day, 1,460 hotline calls are made to local domestic violence programs; 4,107 domestic violence victims found refuge in emergency shelters or transitional housing; 2,761 adults and children received non-residential services and assistance. Locally, the YWCA NorthEastern NY has been serving domestic violence victims and their families since 1976. In 2016 ~ 1,450 victims accessed domestic violence services. The YWCA hotline received over 2000 calls; 5177 bed nights were provided to victims (including: women, men and children). Non-sheltered services included: counseling, court advocacy, relocation assistance, economic services, transportation assistance and support groups. Assistance is available by calling the YWCA hotline 24/7, (518) 374-3394.

###