

For Immediate Release
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Power of the Purse: Changing Purses Changes Lives

Muskegon, MI – Every Woman’s Place announces its 2019 Power of the Purse Headline Sponsor, The My Auto Group and Subaru of Muskegon.

The My Auto Group and Subaru of Muskegon is standing together with Every Woman’s Place to change lives impacted by the trauma of domestic violence. As headline sponsor of the *Power of the Purse*, an event in which prominent men in the community model luxury purses for bid in a live auction—and donated purses are offered in a silent auction—they join West Michigan in an evening of glamour and doing good.

Maria Secord, Community Relations Director at Subaru of Muskegon, attended the 2018 Power of the Purse event as a guest, and decided to convince her boss, Scott Campbell, owner of Subaru Muskegon, to get involved. “I saw the engagement from members of the community, bringing both men and women together in responding to the issue of domestic violence in our community, and knew it would resonate with him.” She saw an opportunity with the Headline Sponsorship.

Elisa Hopper, Development Director at Every Woman's Place, was seeking a way to build stronger relationships with EWP's support community, strengthening the ties that are the foundation for achieving the agency's mission of supporting the men, women, and children who have been affected by domestic violence, sexual assault, or human trafficking in the community. She explains, "We want to have authentic connections to our sponsors, donors, and support community, and keep the conversation ongoing with our supporters by making a truly collaborative offer."

"This sponsorship is a true partnership, and brings The My Auto Group and Subaru Muskegon into our arena of focus, through offering a 10-hour Empathy Training for 15 of their staff, as well as the opportunity to author three guest blog posts on the EWP web site," she explains. "In addition, The My Auto Group and Subaru of Muskegon will present, in tandem with EWP, the Exceptional Advocacy Award at this year's Power of the Purse event." This award will recognize a leader in the community who has made a substantial impact in responding to the needs of domestic violence victims and survivors.

The initial ticket release sold out for the event, but a second release of seats is set to be available beginning at 12:00 pm Saturday, October 5. Tickets will be available on Eventbrite, through the EWP web site, or on the [Power of the Purse Facebook event page](#).

Event sponsorships are still available at the Louis Vuitton (\$2,000), Chanel (\$1,000), Michael Kors (\$500), and Coach (\$250) levels.

Two additional sponsor opportunities are available support EWP's work: community organizations and individuals can make an impact for survivors of domestic violence by sponsoring one of the silent auction purses on offer that evening. Purse Package Sponsorships –available at either \$100 or \$200 levels—are a key part of raising funds to support EWP's work healing the wounds of domestic violence.

Sponsoring individuals or organizations are listed in the event programming as well as with their sponsored purse package. Contact Elisa Hopper, Development Director, at (231) 759-7909 x 267 to become a Purse Package Sponsor, or download the Purse Package Sponsor form at bit.ly/add-more-fab.

The Power of the Purse raises funds to support the work of Every Woman's Place. For over 40 years, Every Woman's Place has provided support to victims of domestic and sexual violence. EWP provides safe shelter, a 24-Hour Crisis Line, counseling, a Sexual Assault Response Team, legal advocacy and services for women and children who have witnessed violence.

The Power of the Purse Event Sponsors at the Louis Vuitton level are Chalet Floral and Events, Nowak Machined Products, Red Five IT, Roger and Paula Hoffman, Sanborn's Jewelers, Shoreline Insurance Agency Inc., and Jenny McNeill. # # #