



FOR IMMEDIATE RELEASE
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Marjaree Mason Center Partners with Pum Bum Society for Domestic Violence Awareness Month

Pum Bum Society to offer a variety of purple colored clothing in October to raise awareness of domestic violence and donate a portion of sales to Marjaree Mason Center

Fresno, CA (September 29, 2016) – The Marjaree Mason Center, Fresno County's only dedicated provider of domestic violence shelter and support services, is pleased to partner with Pum Bum Society, a local women's clothing boutique, to promote Domestic Violence Awareness Month and Purple Thursday throughout the month of October.

Domestic Violence Awareness Month was created by the National Coalition Against Domestic Violence and began as an occasion titled "Day of Unity" which was held in October 1981. The Day of Unity soon grew into a week and in October 1987, the first National Domestic Violence Awareness Month was observed. In 1989, Congress passed Public Law 101-112, which officially designated October of that year as National Domestic Violence Awareness Month and such legislation has been passed each year since. Eleven years ago, Purple Thursday was initiated as a nationwide day to wear purple clothing to show support of advocating against domestic violence. This year, Purple Thursday will be recognized on Thursday, October 20, 2016. Participants are encouraged to post photos of themselves wearing purple on their social media channels with #PurpleThursday.

Established in 2013, Pum Bum Society is a fashion forward women's boutique located in River Park shopping center, which offers a variety of clothing and accessories including shoes and jewelry. They are an established supporter of Marjaree Mason Center, and recently announced that they will unveil an exclusive display of purple clothing in recognition of Domestic Violence Awareness Month. Owner of Pum Bum Society, Alma Wolverton says "I'm honored to partner with Marjaree Mason Center to bring awareness to the topic of domestic violence. It's a great opportunity for our community to unite with one another and create an imprint of defense, change and above all love."

Pum Bum Society is also offering "Survivor" necklaces for sale, which are handcrafted by local jewelry maker, Alana Little of Make Pie Not War. Each necklace is delicately hand cut, stamped with the word "Survivor" and polished. Forty percent of sales from the necklace throughout the month of October will benefit Marjaree Mason Center.

Executive Director of the Marjaree Mason Center, Nicole Linder says "We are grateful to Pum Bum for their support of Marjaree Mason Center and those affected by domestic violence. Community partnerships like this are integral to achieving the agency's mission of striving to prevent and end the cycle of abuse."

If your business is interested in participating in Domestic Violence Awareness Month, contact Kaysha Rajani, Marjaree Mason Center's Director of Development and Communications at kaysha@mmcenter.org or 559.487.1313.

[About Marjaree Mason Center:](#)

For over 35 years, the Marjaree Mason Center (MMC) has offered safe house and support services to victims of domestic violence in Fresno County. Currently, the Center operates the county's only dedicated provider of domestic violence safe house and support services, including education for victims and youth. The Center was founded in 1979 after the murder of Marjaree Mason, a native of Easton. A graduate of Washington High School and Reedley College, Marjaree lived in Fresno for 31 years and was well known in the community. The Marjaree Mason Center supports and empowers adults and children affected by domestic violence, while striving to prevent and end the cycle of abuse through education and

advocacy. To contact MMC, call the business center at 559.237.4706 or visit online at mmcenter.org, [Facebook](#), [Instagram](#), [Pinterest](#) or [Twitter](#). For emergency assistance, call the 24-hour confidential hotline at 559.233.HELP (4357).

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