



**AN INNOVATIVE
APPROACH TO
ENDING GENDER
VIOLENCE**

Male Community Leaders Tapped In Fight To End Violence Against Women Women's Group and World Leader Team Up For Transformational Event

October 15, 2016. One hundred and one male community leaders from Niagara will join in an unprecedented event next month that has been exclusively designed to activate them in the fight to end gender violence.

The event, known as 101 Men, has been co-developed by Dr. Jackson Katz and international training organization MVP Strategies, along with the Coalition to End Violence Against Women (CEVAW), a collective voice of over 25 organizations in Niagara with the goal of ending violence against women.

"Violence and abuse against women remains a grave and serious threat in our community," said Ruthann Brown, Executive Director of Women's Place of South Niagara and CEVAW member. "We are fortunate to have partnered with Dr. Jackson Katz and MVP Strategies to deploy a new tool in our effort to fight gender violence,"

"We're bringing Niagara's male leadership into 'active duty' because they are a constituency whom for too long have been ignored. We must recognize there are good men, good fathers that want the same thing; a community without gender violence, for their sisters, daughters, co-workers and employees," she added.

Katz is internationally renowned for his pioneering leadership and activism on issues of gender and violence. His Mentors in Violence Prevention program is the one of the longest-running and most widely influential gender violence, sexual harassment and bullying prevention programs in the world. Katz and his colleagues have conducted trainings with professional sports organizations such as the NFL, CFL, MLB, NHL, NBA, NASCAR and every branch of the US Military. Katz's TED Talk "Violence against Women: It's a Men's Issue" has been viewed more than 3 million times.

"Niagara's approach with 101 Men is highly-innovative. This is one of the first communities in the world to go at this issue in this way," said Katz. "The gender violence sector has historically been led by women, but men in positions of community leadership have an incredibly important role to play."

"The CEVAW team shows real foresight in activating male leaders to help change the social norms in male culture that have such an impact on the attitudes and behaviours of young men and boys," Katz added.

The 101 Men Model considers gender violence as more than an issue of individual responsibility and behaviour. The initiative explores gender violence as a systematic social problem where institutions and organizations inadvertently develop and sustain abusers.

Under Katz's direction, through the 101 Men Event, gender violence is re-contextualized as a men's issue and an opportunity for leadership. The premise of the program is that men in positions of power, status and influence shape how other men treat women.

“Historically our sector has used male community leaders as glorified administrators; as fundraisers, board members and donors,” said Elisabeth Zimmermann, Executive Director of the YWCA and CEVAW Members, continued. “What we have created along with Dr. Katz is a call to arms for male leaders. We’re asking them to use the full force of their profile, power and status to drive behavioural and cultural change in Niagara, from the top down.”

Some of the confirmed attendees for the event include:

- Brian Hutching, Chief Financial Officer, Brock University and former CFL Player
- Jeffery McGuire, Chief of Police, Niagara Regional Police Service
- Zenon Konopka, Former NHL Player and Niagara Business Owner
- Andrew Lewis, Chief Executive Officer, Niagara Support Services
- Bryan Rose, Executive Director, Niagara Community Foundation
- Bruce Mair, Lieutenant Colonel Commanding Officer of the Lincoln and Welland Regiment
- John Armstrong, President, Armstrong Strategy Group
- Nat Caters, Retired Coach, Teacher and Former Professional Rugby Player
- Ed Kidd, Head Master Ridley College
- Alex Digenis, Owner, General Manager, Subaru of Niagara/Henley Honda/Skyway Fine Cars
- Chris Sinclair, Vice-President, Brand Boulevard
- Frank Parkhouse, Retired Deputy Police Chief, Niagara Regional Police Service
- Michael Moulden, Development Officer, Ridley College
- Fred Steinhaus, PAR, Men's Group Facilitator, Family Counseling Centre and Design for a New Tomorrow

Response to the event amongst Niagara’s male leaders has been extremely positive. CEVAW is connecting with male leadership from various organizations across Niagara, particularly those serving young men such as minor sports or. Organizers encourage those interested in participating to visit the event’s website.

“During my years in the NHL, defending myself and protecting my teammates with the threat or application of violence was part of my job,” said Zenon Konopka, Former NHL player and hockey development professional and Niagara businessman. “But something that surprises people is my strong off-ice opposition to violence and abuses of power; things like bullying and harming women and children”.

“I have always tried to hold myself to a high standard and have never shied away from calling others out on poor behaviour, big or small, whether; in a dressing room as a player; with the young athletes at my hockey camps; or even amongst my friends. I’m looking forward to this event and strongly support efforts in the community to end gender violence,” Konopka added.

The event, open to male community leaders, takes place Friday, November 18, 2016 in St. Catharines. Tickets are available at \$101.00 plus applicable taxes and fees. Register online by visiting 101Men.com. The organizing committee is working on a luncheon event featuring Dr. Katz that will be open to all genders and members of the community and expect to announce details shortly.

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Jackson Katz, Ph.D., is an educator, author, filmmaker and cultural theorist who is internationally renowned for his pioneering scholarship and activism on issues of gender and violence. In 1993 he co-founded the Mentors in Violence Prevention (MVP) program at Northeastern University's Center for the Study of Sport in Society.

The mixed-gender, multiracial MVP program is one of the longest-running and most widely influential sexual assault and relationship abuse prevention programs in high schools, universities, sports culture and the military in North America and beyond. MVP introduced the "bystander" approach to the gender violence prevention field; Katz is one of the key architects of this now broadly popular approach.

In 1997 founded MVP Strategies, which provides gender violence prevention and leadership training to institutions in the public and private sectors. Through this organization, Katz created and directed the first worldwide gender violence prevention program in the history of the U.S. Marine Corps. He and his colleagues have been centrally involved in the development and implementation of system-wide bystander intervention training in the U.S. Air Force and Navy. MVP has also worked with the U.S. Army on bases in the States and overseas in Iraq. Katz's award-winning educational videos *Tough Guise* and *Tough Guise 2*, his featured appearances in the films *Wrestling With Manhood*, *Spin The Bottle*, *Miss Representation* and *The Mask You Live In*, and his thousands of lectures in North America and overseas have brought his insights into issues of gender and violence to millions of university and high school students as well as professionals in education, human services, public health and law enforcement.

His TED talk, "Violence against Women is a Men's Issue," has been viewed more than 3 million times. He is the author of an influential book entitled *The Macho Paradox: Why Some Men Hurt Women and How All Men Can Help*, and *Man Enough? Donald Trump, Hillary Clinton and the Politics of Presidential Masculinity*. Katz is an acclaimed public lecturer who speaks extensively in the U.S. and around the world on topics related to violence, media, and multiracial, multinational masculinities. Since 1990, he has lectured at over 2700 colleges, prep schools, high schools, middle schools, professional conferences and military installations in 49 states, eight Canadian provinces, and across Europe, Australia and other countries. Katz has a BA in philosophy from the University of Massachusetts-Amherst, a Masters from the Harvard Graduate School of Education, and a Ph.D. in cultural studies and education from UCLA.