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Salem, MA - HAWC (Healing Abuse Working for Change, formerly Help for Abused Women and their Children) is pleased to unveil its new logo. The \$1,000 winner of the logo contest, Tammie Call of Call Design, Merrimack, New Hampshire created the original design that inspired HAWC's new look.



HAWC officially changes its name on October 1, 2009, the first day of Domestic Violence Awareness Month. For over 30 years, HAWC has been known as Help for Abused Women and their Children, and for over 10 years HAWC's logo depicted a woman and child walking together. "The new name and the new logo reflect HAWC's spirit of inclusion and community wide advocacy," said HAWC's Executive Director Candace Waldron. HAWC serves all individuals who are in abusive relationships: women, men and transgender individuals; adults, adolescents and seniors; gay, lesbian, bisexual and heterosexual people; those with children and those without.

HAWC's new name and logo capture the strength and resilience of survivors as they move out of fear and despair to hope and independence. It also captures HAWC's two-fold mission: to support the healing process individuals and families go through as they work to free themselves from abuse and to change the social norms and individual behaviors that perpetuate violence and oppression.

Community-wide knowledge about the tactics of perpetrators prepares everyone to recognize the warning signs of abuse and how to get help.

"Domestic abuse takes many forms but its goal is always the same: to control one's partner," explains Waldron. Tactics of control include emotional, physical, economic, social and sexual abuse. Name-calling, belittling, stalking, isolating one from family and friends, intimidation, and threats of harm are all abusive whether they involve physical violence or not.

If you know someone whose partner is isolating them from family and friends or he or she is living in fear of their partner, please call HAWC's 24-hour, toll-free hotline at 800-547-1649. Contact and understanding from a person outside the abusive relationship is often the one most important lifeline for a person getting free from abuse. The more you know the more you see. You can become part of the solution.

**About HAWC**

HAWC (Healing Abuse Working for Change) provides free, comprehensive services to victims of domestic violence, and their children, in 23 cities and towns across the North Shore. Services include: a 24-hour hotline, emergency shelter, advocacy in courts, police departments and healthcare settings; trauma recovery counseling for adults and children; support groups; economic stability services; relocation and rental assistance; prevention education in schools and communities. HAWC staff and volunteers respond to thousands of individuals each year who reach out for help. HAWC's hotline is available 24 hours a day at 800-547-1649. For more information, call (978) 744-8552, or visit [www.hawcdv.org](http://www.hawcdv.org).