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Taking Wellness to the World®

Paying it Forward from the Swenson-Lee House to the Alexandra House

Eniva Corporation Partners to Create Awareness of Domestic Violence Issues

FOR IMMEDIATE RELEASE

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(Minneapolis, MN) Eniva Corporation, a major partner of this week's Extreme Makeover: Home Edition project in Minnetonka, is working with the Alexandra House in Blaine to help promote awareness and prevention of the larger issue of domestic violence. "The outpouring of community support for the Swenson-Lee family this week has been amazing and humbling to be a part of," said Andrew Baechler, CEO & Chairman of Eniva. "We want to keep that spirit of giving alive in our community and make sure the larger issue affecting this family is not forgotten."

Vicki Seliger Swenson has fought tirelessly for survivors of domestic violence since her sister, Teri Lee, was murdered by an ex-boyfriend last fall. "Vicki has given these survivors a voice with state lawmakers and pushed for legislation to help protect them from the same fate as her sister," said Dr. Benjamin Baechler, Vice Chairman and Chief Medical Officer of Eniva. "We want to support her mission by helping these women and children as they move forward in their lives."

Eniva is making an initial donation of \$10,000 worth of water, supplements and personal care products in the Swenson-Lee family name. They are also spearheading fundraising efforts to gather \$100,000 for the children's education fund. In addition, Eniva is proud to announce a long-term partnership with the Alexandra House. "We are so excited. This is a natural fit," said David Wheeler, Development and Communications Director for the Alexandra House. "Just as Eniva is committed to the physical health of others, we are committed to the physical, mental and emotional well being of those affected by domestic violence."

The statistics surrounding domestic violence are staggering.

- Teri Lee was one of over 20 women and 12 children killed in Minnesota last year as a result of domestic violence.
- One out of every three women will experience domestic violence in her lifetime.
- Every 15 seconds a woman is beaten.
- Over 1,300 people nationwide are murdered each year as a result of domestic violence.
- Over 132,000 women and children are assaulted in Minnesota each year, with many others unreported.
- Over 4,800 women and 6,000 children are provided emergency shelter in Minnesota each year.
- Domestic violence-related crimes cost our nation almost \$6 billion dollars a year, in lost jobs, court costs, medical expenses etc.

The Alexandra House provides a safe haven for 800 Minnesota women and children each year. In addition, it also offers an on-site school for mothers who want to keep their children safe and close, legal advocacy programs, support groups, community educations and professional training. "We are all part of a larger community and we need to care for each other," said Wheeler. "I hope others will take Eniva's lead. When people partner and work together we can make this a better world for everyone."

FOOTNOTE: In addition to the donation to the Alexandra House, Eniva has also contributed significantly to the Extreme Makeover project. They supplied more than \$60,000 in water and dietary supplements for the builders and volunteers, and coordinated all the fundraising efforts to raise more than \$100,000 for the children's college education fund. Eniva has also donated \$10,000 in dietary supplements and water to the Swenson-Lee family. Eniva also provided marketing support and materials for the project.

For more information go to www.AlexandraHouse.org. To learn more about Eniva Corporation's Extreme Makeover contributions log onto www.Eniva.com/makeover. To learn about the company, go to www.eniva.com or contact Mary Veloske, Eniva Corporation, 763-795-8870.