



Jen Gerard of Gerard Cosmetics / Whitening Lightning partners with The Domestic Violence Center of Santa Clarita Valley to announce their entrepreneurial business development award – The Tree of Second Chances

March 21, 2016

Santa Clarita, CA – Local SCV entrepreneur Jen Gerard of Gerard Cosmetics and Whitening Lightning, in partnership with The Domestic Violence Center of Santa Clarita Valley, announced her plans today for the ‘Tree of Second Chances’; a business development award for victims of domestic violence. The award is going to support a woman pursuing her own business, to help her get a second chance in life.

Gerard announced that she is donating \$10,000.00 every year to this new legacy program. Gerard, a witness herself to the devastating effects of domestic violence, would like to give others the chance for the ‘American Dream’. This program will provide guidance and marketing support for the recipient, including mentoring by Gerard for the successful launch of their new business.

“I feel we all need to have the confidence to reach for the stars, especially when we find ourselves starting over” said Gerard.

Interested applicants should contact info@dvc-scv.org or reach out to the agency at (661) 259-8175.

The Domestic Violence Center of Santa Clarita Valley encompasses two operations: The Outreach Center and an Emergency 30 day Shelter. Services include court mandated 16 week domestic violence programs, support groups, individual therapy, children and women’s WINDOWS art therapy programs, A Woman’s Way To The Law legal assistance programs and community outreach programs base on intervention, prevention and education. The emergency shelter houses domestic violence victims who are in immediate danger for up to 30 days while providing optional case management, group counseling, children’s programs and individual therapy. Please visit www.dvc-scv.org.

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