

CDVS launches Blue Dove Project

Caledon-Dufferin Victim Services (CDVS) launched The Blue Dove Project recently in an attempt to spread community awareness of the assistance they provide to victims of crime and tragedy.

‘We are really excited about launching The Blue Dove Project,’ CDVS Executive Director Dorothy Davis declared. ‘Unfortunately many people don’t know we exist until they are in need of the service.’

CDVS is a resource for victims of crime, tragedy and loss in the Caledon and Dufferin communities. Their Blue Dove Project is a campaign aimed toward community engagement as well as a way to reach those who want to volunteer, have questions or need access to those resources close to home.

Throughout September, CDVS has been targeting popular areas in the community, leaving Blue Dove Project postcards for the general public to stumble upon. Once someone finds a card, they are encouraged to take a photo of it and share it on social media with the hashtag #BlueDoveProject. They will then have the opportunity to learn more by searching the hashtag, finding many resources linked to CDVS, the services they offer and how they support victims.

‘We have been slowly increasing our social media presence in the community,’ CDVS Communication Coordinator Maureen Chilko said. ‘The engagement on our Facebook Page has increased and so has our awareness in the community. Our goal with the Blue Dove Project is to make sure everyone in Caledon and Dufferin knows that we are here for them.’

For more information on The Blue Dove project, visit CDVS on Facebook or Twitter.