

## SHINE THE LIGHT ON DOMESTIC VIOLENCE:

### *New Yorkers Connecting, One Light at a Time*

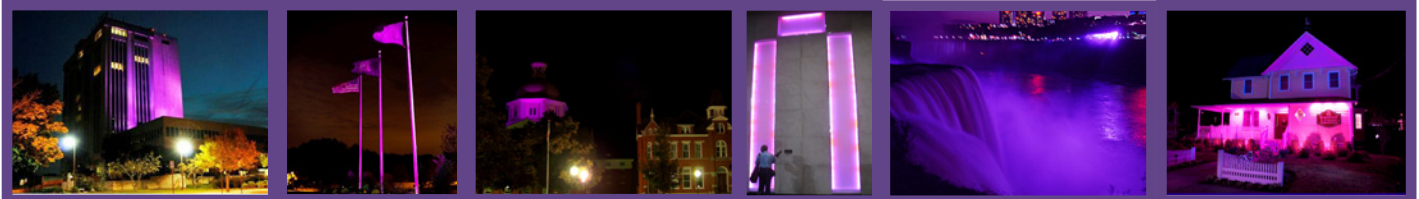
October is Domestic Violence Awareness Month and we are counting on you to help turn the State purple! Will you be connected in 2011? Use some of these ideas and start planning. Tell people why things are purple, and provide the statewide hotline number: 1-800-942-6906. Shining a light on domestic violence and connecting communities is the first step to safety and support for all victims.

Please let us know what you're doing so we can acknowledge all efforts. Go to: [www.surveymonkey.com/s/PurpleParticipants2011](http://www.surveymonkey.com/s/PurpleParticipants2011). Also, if you see Purple or know of Purple happening, send a photo and any other info you have to: [opdvpurple@opdv.state.ny.us](mailto:opdvpurple@opdv.state.ny.us).

## HOW TO GO PURPLE

### SHINE PURPLE LIGHTS

You can light up a building, a bridge, a statue, a waterfall... any object that is illuminated white can be turned purple, often at little or no cost. Persuade the facility manager to help raise awareness and potentially save lives by the simple act of shining a purple light. (Here is more [detail](#) on how it's done.) Hand out the "[October Flyer](#)" to explain the meaning of the purple lights.



### WEAR PURPLE

Host a Domestic Violence Awareness Day, and encourage staff to wear purple clothing. Wear purple often during October, but especially on Wednesday, 10/19, the date we are suggesting that *all* New Yorkers wear purple to show support.



### CREATE A PURPLE SPACE

As part of your Awareness Day (or Week or Month), set up a display table in the lobby of your building. Put out brochures, flyers, balloons and purple ribbons for staff. Host a raffle to benefit a domestic violence program. Include the hotline number: 1-800-942-6906. See OPDV's [publications](#) for available materials.



### POST A WEB BANNER

Update your website to include information about Domestic Violence Awareness Month. It's free and easy to post a web banner, which will link back to the OPDV website with lots of helpful information. Download the web banner [here](#).



### PUT UP A POSTER

This year we are offering a free poster that you can print out. Put one up at work or school, and ask local businesses to post one. Don't be shy; just be sincere and ask. They might say yes! Download the poster [here](#).



### PROCLAIM THE MONTH

Governor Andrew M. Cuomo will proclaim October to be Domestic Violence Awareness Month in New York State, and you can ask your local officials to proclaim the month in your town or city. Provide them with language for the proclamation, then organize a publicity event for local media to attend. (This is sample language from [last year's proclamation](#).)



## CONTACT THE MEDIA

Write a letter to the editor. If you organize an event, send a press release to local media. (See samples [here](#).) Don't forget to include hotline numbers — [local](#) or State (800-942-6906). Call them to let them know an event is happening. Invite them to bring cameras and show your purple!

## PIN A PURPLE RIBBON

Make and distribute purple ribbons. Get a roll of thin purple ribbon from a craft store. Cut into 3" strips, cutting ends on an angle. Loop the ribbon into shape and pin from behind using a straight pin.



## PAINT IT PURPLE!

Window paint for cars is available in purple. Use it on vehicles or storefronts (with permission :-). Be creative with messages. Draw a purple ribbon. Share the hotline number: 1-800-942-6906.



## PUT IT ON FACEBOOK!

Throughout October, post domestic violence awareness messages on your Wall. Include the hotline number: 1-800-942-6906. Link to OPDV's page on Facebook: [www.facebook.com/NYSdomesticviolence](http://www.facebook.com/NYSdomesticviolence) and suggest your friends "like" us.



## ORDER A LICENSE PLATE!

Show your drive to end domestic violence! OPDV and the Department of Motor Vehicles offer a "Peace at Home" license plate. A portion of the proceeds will go to raise awareness about domestic violence. [www.nydmv.state.ny.us/cause.htm](http://www.nydmv.state.ny.us/cause.htm)



**BE CREATIVE!** Some of the best ideas will come from within your organization. Encourage staff to think outside the box. Here are some creative approaches others have taken:



One group involved businesses in a scavenger "Hunt for Purple October."



Cupcakes for a cause!



College students decorated shoes for their "Every Sole Has a Story" event.



Police cars displayed purple magnetic ribbons.



Construction workers wore purple tank tops and put magnetic ribbons on trucks.



A theater promoted the message on its marquis.



Purple flags flew along Main Street in a town's business district.

## WAYS TO HELP IN NEW YORK STATE

There are other ways you can help victims of domestic violence during October and throughout the year — and spread the message that violence will not be tolerated. From donating a cell phone, to making donations of clothing and toiletries, to volunteering your time at domestic violence programs, there are ways to make a difference. See some suggestions at our website: [http://www.opdv.state.ny.us/difference/donate\\_volunteer.html](http://www.opdv.state.ny.us/difference/donate_volunteer.html)