

Purple Ribbon Campaign



Backgrounder

The Violence Prevention Initiative is organizing Newfoundland and Labrador's second year of the Purple Ribbon Campaign to help create awareness and prevent violence against women in the province. After a successful launch of the campaign in 2010, the Violence Prevention Initiative is looking forward to the continuation of the campaign. The goals of the campaign are to make the unacceptability of violence against women a topic that can be openly discussed in our province, promote understanding of the issue of violence against women, and encourage all members of the public to become involved in efforts to prevent violence against women at the community level. The Purple Ribbon Campaign shares many of the same goals and messages as the Respect Women Campaign (www.respectwomen.ca).

What Can You Do?

Help create awareness about the issue by wearing a purple ribbon and encouraging others to wear one starting on November 25, the International Day for Elimination of Violence Against Women, through December 6, the National Day of Remembrance and Action on Violence Against Women, until December 10, ending the 16 Days of Activism Against Gender Violence. But it doesn't have to stop there – keep the campaign going and show your support by wearing a purple ribbon every day.

Everyone can wear a ribbon and everyone can help spread the message that violence of any kind is unacceptable. Men and women are both encouraged to support this campaign. Violence is rooted in inequality. Help us create equal ground to prevent it.

Why Purple?

The colour purple has been a predominant colour through the women's movement, and the purple ribbon has long been a symbol representing the prevention of violence against women in many parts of the world.

Regional Coordinating Committees Against Violence

Northern Committee Against Violence

(709) 454-3351
www.ncav.ca

Western Regional Coalition to End Violence

(709) 634-6606
www.wrcev.ca

Southwestern Coalition to End Violence

(709) 643-1022
www.swcev.ca

Central West Committee Against Violence

(709) 489-8828
www.committeeagainstvience.info

The Roads to End Violence

(709) 651-2250
www.theroadstoendviolence.ca

Eastern Region Committee Against Violence

(709) 466-4676
www.ercav.ca

Burin Peninsula Voice Against Violence

(709) 279-4030
www.bpvav.com

Communities Against Violence

(709) 786-7182 Ext. 225
www.communitiesagainstvience.com

Coalition Against Violence

(709) 757-0137
www.coalitionagainstvience.ca

Violence Prevention Labrador

(709) 931-2600
Toll Free: 1-866-446-8080
www.vplabrador.ca

Purple Ribbon Campaign



History of the Purple Ribbon Campaign

On December 6, 1989, 14 women were murdered at l'École Polytechnique in Montréal simply because they were women. The man responsible, Marc Lépine, separated the men and women and screamed, 'I hate feminists' before opening fire on the female engineering students in the classroom.

December 6th is recognized as the National Day of Remembrance and Action on Violence Against Women. The Purple Ribbon Campaign promotes awareness about the prevention of violence against women and also honours the memory of women who have been abused or who have died due to a violent situation. This is the second year of the Purple Ribbon Campaign in Newfoundland and Labrador.

National Day of Remembrance and Action on Violence Against Women December 6

In remembrance of...

- **Geneviève Bergeron, 21:** second-year civil engineering scholarship student
- **Hélène Colgan, 23:** senior mechanical engineering student planning a master's degree
- **Nathalie Croteau, 23:** senior mechanical engineering student
- **Barbara Daigneault, 22:** senior mechanical engineering student and teaching assistant
- **Anne-Marie Edward, 21:** first-year chemical engineering student
- **Barbara Klucznik-Widajewicz, 31:** first-year nursing student
- **Annie Turcotte, 21:** first-year engineering materials student
- **Maryse Laganière, 25:** budget clerk in school finance department
- **Maud Haviernick, 29:** second-year engineering materials student and environmental design graduate
- **Maryse Leclair, 23:** fourth-year student in engineering materials
- **Anne-Marie Lemay, 27:** fourth-year mechanical engineering student
- **Sonia Pelletier, 28:** due to graduate the next day in mechanical engineering; awarded a degree posthumously
- **Michèle Richard, 21:** second-year engineering materials student
- **Annie St. Arneault, 23:** mechanical engineering student

...and all other women who have lost their lives due to violence

T: (709) 729-5009
F: (709) 729-2331
vpi@gov.nl.ca

Purple Ribbon Campaign
Violence Prevention Initiative
Women's Policy Office
PO Box 8700, 4th Floor, West Block
Confederation Building
St. John's, NL A1B 4J6

www.gov.nl.ca/vpi
www.respectwomen.ca
www.exec.gov.nl.ca/exec/wpo