

SHINE THE LIGHT ON DOMESTIC VIOLENCE!

HOW TO GO PURPLE

October is Domestic Violence Awareness Month and we are counting on *you* to help turn the State purple! Below are ideas to get you started. During your activities, be sure to tell people why things are purple and give out the statewide hotline number: 1-800-942-6906. And don't limit yourself to one month - many activities can be done all year long. Shining a light on domestic violence is the first step to safety and support for all.

Shine Purple Lights



You can light up a building, a bridge, a statue, a waterfall...often at little or no cost. (Here is more [detail](#) on how it's done.) Hang a [poster](#) or the "Shine the Light" [brochure](#) 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 **Thursday, 10/19/17**, the date we are suggesting that *all* New Yorkers wear purple.

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 links back to the OPDV website and helpful information. Download the web banner [here](#).

Create a Purple Space



Set up a display table in your lobby. Put out brochures, flyers, balloons and purple ribbons for staff. Host a raffle to benefit a domestic violence program. Download "Shine the Light" materials [here](#).

Hand Out Cards

Print out [wallet cards](#) onto perforated paper from the office supply store. Ask businesses if you can put them on the counter. Carry some with you to hand out. You can customize the back for your organization!

Put Up a Poster



Workplaces, schools, and facilities that are Shining the Light can display an 8-1/2"x11" [poster](#) to help people understand why things are purple.

Proclaim the Month



October is Domestic Violence Awareness Month. Ask your local government leader to do a proclamation in your town or city. Help organize a publicity event for local media to attend. (See sample language from [a previous NYS proclamation.](#))

Contact the Media

Write a letter to the editor. Include hotline numbers — [local](#) and State (800-942-6906). If you organize an event, send a press release to invite local media. (See a sample [here.](#)) Invite them to bring cameras!

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. Draw a purple ribbon. Share the hotline number: NYS Domestic & Sexual Violence Hotline: 1-800-942-6906.

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.dmv.ny.gov/cause.htm

Host a Book Club

Read and discuss a book from our [suggested list](#). The first step to ending domestic violence is to bring it out of the darkness -- and talk about it.

Share It!

Throughout October, post about domestic violence on Facebook and Twitter. We are www.facebook.com/NYSdomesticviolence and @NYSOPDV. Share photos and include the hashtag #ShineTheLight.



BE CREATIVE! Some of the best ideas will come from within your organization. Encourage staff to think outside the box. Here are some creative purple approaches others have taken: cupcakes, car magnets, hair extensions, dog bandanas, Zumba®, scavenger hunt, fashion show, ice cream, electronic marquees, billboards, art classes, balloons, tree decorations, poetry slam. Take photos and send them to us! opdvpurple@opdv.ny.gov and/or post them on Instagram with #shinethelight.

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.ny.gov/difference/donate_volunteer.html