

Purple Ribbon Campaign

Backgrounder



The Violence Prevention Initiative organizes Newfoundland and Labrador's annual Purple Ribbon Campaign to help create awareness and prevent male violence against women in the province. 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 all forms of violence against women at the community level.

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 throughout 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.

Violence Prevention NL

Burin Peninsula Voice Against Violence

(709) 279-4030

www.bpvav.com

Communities Against Violence

(709) 597-3161

www.facebook.comgroups/331652303877635/

Roads to End Violence

(709) 651-2250

www.roadstoendviolence.ca/

Southwestern Coalition to End Violence

(709) 643-1022

www.swcev.ca

Violence Prevention Avalon East

(709) 757-0137

www.coalitionagainstviolence.ca

Violence Prevention East

(709) 466-4676

www.ercav.ca

Violence Prevention Labrador

(709) 899 - 3231

www.vplabrador.ca

Violence Prevention Northern Peninsula

(709) 454-3351

Violence Prevention South and Central

(709) 489-8828

www.vpsc.ca

Violence Prevention West

(709) 634-6606

www.wrcev.ca

Updated 2018

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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.

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

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