



White Ribbon

Show you're against violence towards women

www.whiteribbon.org.nz

White Ribbon Newsletter – August 2012

Welcome to the August edition of the newsletter. At White Ribbon HQ the excitement is beginning to build! Each year we plant the seeds for the next campaign and with the germination phase rapidly coming to a close, it's time to watch all the ideas blossom. Over the next few months we will share with you all the exciting campaign strategies we have designed to help spread the non-violence message. And that's what the Ribbon is all about, encouraging change by creating a movement of people opposed to violence against women. And in case you're wondering, the webpage for ordering the free White Ribbon Resources will go live in September.

All the best
White Ribbon Campaign Team



2012 Ride Schedule

The White Ribbon Ride project is being kick-started into life with the release of the first draft of the itinerary. Please feel free to share this document with people within your communities - it might inspire them to become involved! The schedule still has 'TBC' in many places which indicates that communities are

working towards providing the details for their event. We look forward to all those gaps being updated over the coming month and hearing about the fantastic ideas each community has for hosting the riders. This year we're making it even easier for people to join us on the ride with a set accommodation and food price per night. Find out more next month and [click here](#) to look at the schedule. Remember this is the first draft - so check in monthly for updated versions.



T-shirt Designs

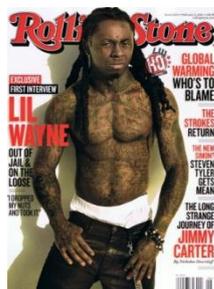
This year we want our t-shirts to tell a story and create an emotional reaction. By wearing these shirts you become a walking billboard - spreading the message from Cape Reinga to Bluff. We want to get the messages right - so let us know what you think of our initial designs! Or, if you have any better ideas, let us know! Follow this [link](#) to get involved.



facebook 

White Ribbon Facebook Site Under Fire

Each year our Facebook site is targeted by those who do not approve of White Ribbon's focus on men's violence towards women. Here's one such example, "If some female gets rolling drunk especially wearing a very short skirt at 2 in the morning and gets raped I do not feel that sorry for her." Enlightened debate or just plain misogyny? Find out how the debate erupted in cyberspace as a Menz website put the call out for their supporters to 'comment' on our site and read the messages of support as we refused to back down. [Click here](#) for the whole story and [here](#) to join White Ribbon Facebook.



Who's doing the influencing?

You may not know who these artists are, but your children or grandchildren do and they look up to them. So when artists such as Little Wayne proclaims "I don't know what anyone else believes, but I believe females deserve the ultimate respect at all times no matter when, or where, or how," should we believe him? [Take a look for yourself](#) as White Ribbon supporter Nelson Curry examines who's setting a trend, and whose following a well-worn path of sexism to sell their product. If you missed last month's look at misogynistic and sexist advertising you can still check it out [here](#).



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WHITE RIBBON MEN'S HUI

Tāne Māi E Tū!
A call to men! Make a stand!

White Ribbon Men's Hui 21–23 September

If you're a man and want to end violence in your community then you need to put Friday 21 September and that weekend into your diary. If you're an organisation - send your men to this Hui. White Ribbon aims to generate a movement of men who will take the White Ribbon kaupapa of non-violence, and spread this throughout Aotearoa. This Hui will help inspire and equip those

men to effect change in their communities. Featuring terrific speakers, hands-on workshops and outdoor activities to take learning out of the classroom, this is real, effective, and interesting training for men. [Click here](#) to find out more.

Brought to you by:



Te Kupenga Whakaoti Mahi Patunga
National Network of Stopping Violence



Giant White Ribbon

The 2010 and 2011 Giant White Ribbons still have a few weeks free in their schedules this year. If you want these ribbons in your town [contact us](#) now before they are booked for the whole year. From end to end the Giant White Ribbons are 30 metres long, bringing together thousands of signatures that represent the commitment of New Zealanders from 60 towns and cities. Check out [this story](#) to learn more about the history of the Ribbon and how you can display this awesome symbol for change.



Women's Refuge Chief Executive Heather Henare and White Ribbon's Rob McCann at the launch.

This year's Women's Refuge appeal is a little different. You will still find the Women's Refuge collectors on the street, but this year they are also asking for donations of a different kind – your words. Women's Refuge is asking New Zealanders to donate their words to help a woman speak out. By installing the Facebook app and using it to update your status during the appeal, you make a small (or large!) donation for each word you are free to speak. Download the app at www.donateyourwords.co.nz.

White Ribbon Ambassador Update

The Ambassador [webpage](#) is looking great with the number of men accepting the mantel climbing each month. Congratulations to Dr Pita Sharples and George Ngatai who were both announced at a Matariki event organised by SAFVPN in Auckland. The event was attended by hundreds of people including David White and incorporated a moving ceremony where the names of family violence victims were read out. [Click here](#) to see some fantastic images from the event. If you would like to nominate a man to become an Ambassador, click [here](#) for the form and information about the Ambassador project.



SAFVPN Matariki Event announcing Dr Pita Sharples and George Ngatai as White Ribbon Ambassadors.

Want to receive this newsletter – simply [click this link](#)