



White Ribbon

Show you're against violence towards women

www.whiteribbon.org.nz

October 2011

You can tell we're busy when the October newsletter comes out a week before November! But rest assured, all our key projects are on track and White Ribbon will be on everyone's mind this November. Later this week we have a major announcement, which will bring the White Ribbon ethos to an even greater range and number of families across New Zealand.

The 2011 Campaign is focusing on three key messages:

- Violence towards women is unacceptable
- Men must stand up and provide leadership
- Men are part of the solution



White Ribbon Ambassadors are emphasising the message that it's OK to play with controlled aggression on the field, but you must never bring that aggression into your home or relationships. To assist local spokespeople we've put the full page of [key messages](#) on the website. These may also come in handy if you are planning to write letters to the editor.

Rob McCann
Campaign Manager

We hope your preparations for White Ribbon Day are coming along well – keep us posted. And congratulations to the All Blacks!!



White Ribbon Ride

The White Ribbon Ride is nearly ready to roar into life and we're very excited that a new group made up of Super Maori Fullas and Maori health professionals will co-lead the ride alongside the Patriots Defence Forces Motorcycle Club. This group replaces the Super Maori Fullas who are unfortunately unable to take part in the ride this year. Riding under the Te Ahi Kikoha moniker – "The Sharpened Flame" - this new entity brings a wealth of Maori knowledge and expertise and combines their passion to end violence with their love of bikes. With a deep understanding of the issues facing Maori communities, these men will deliver awesome messages to support the White Ribbon kaupapa. To find out more [click here](#).



Having lost Patriot and Road Captain Duggy Grant while serving in Afghanistan, the Patriots are also ready to launch into their mission and end the year on a high note. To honour their fallen comrade's memory, the army lads in Linton are participating in their own Movember competition, donating the proceeds to a cause close to Duggy's heart -

White Ribbon. We look forward to judging the boys facial hair alongside another Patriot, his wife Tina. The final itinerary for the North Island can be [downloaded here](#) and the South Island will be ready later this week. The document contains the full schedule, event information, routes, distances and accommodation details.

This year the Families Commission will send not one, but two people with each ride as support crew. Their duties include liaising with communities, media and the riders, not to mention updating Facebook, Twitter and Youtube, and documenting the ride with photos and video. This takes an event from a small town into the living rooms, offices and 3Gphones of thousands of people around the country, and even to a global audience. Last year a large portion of this role was performed by Craig Harding, a White Ribbon Rider and co-owner of Outpost Digital Media who tragically died this year of cancer. Our thoughts go out to his friends and family.





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Newspaper Pledges

The strength of White Ribbon has always been 'you' – the active community that proudly wear the ribbon as a declaration of your passion to ending violence towards women. As usual we need your help! If you know of a prominent man that would be willing to make his support for this kaupapa public, please [download](#) the Newspaper Pledge Project Pack and send the letter requesting his signature. Alternatively, send us the contact details and we'll make contact. [Email us here.](#)

Three national newspapers will carry these signatures on Friday 25 November in full-page adverts, so this is an opportunity not to be missed! Please help us by getting prominent men from your region. If you are organising this project at a regional level, please [contact us](#) so we can share signatures.

White Ribbon T-Shirts

These are flying out the door! Thank you for becoming walking billboards for change! If you wish to own one of these \$15 T-shirts, please don't procrastinate, the last opportunity to order in time for a November delivery is 7 November. Orders processed after that date will be delivered as and when stock is available. [Order here.](#)



Resources and Community Projects

This is your last chance to order free resources! We've had a terrific response this year, with over 450 orders received to date. Supplies of banners, metal ribbons and some posters are exhausted. [Order here.](#) If you are organising an event, send us the details so we can place the information on the website. If you are planning a display or handing out ribbons, we want to know. And remember - take photos and send them in so we can share your efforts with the wider White Ribbon family!



Giant White Ribbon Pledge Project

35 of the 60 pledge panels are now out in the community. Please use every opportunity to fill them. Get your Mayor and local representatives, sporting and cultural stars to sign, take a photo, then send it to your local media contacts – and to us! Every signature is an opportunity to make 'non-violence' the norm. Every photo reinforces the notion that there is an army of men identifying themselves with change. Help us to mobilise and publicise that army! [More info here.](#)

Ethnic Outreach / Poster translations

We want to deliver the White Ribbon message to every man in the language that he understands. That's why we've translated the White Ribbon Day MATE! poster into seven different languages! These are downloadable from the website and form one strand of our multi-year campaign to get all of New Zealand's ethnic groups onboard with the campaign. We all agree that culture is no excuse. Watch this space for announcements of ethnic White Ribbon Ambassadors to firmly embed this message amongst men from all ethnic communities in New Zealand. [Download here.](#)



Ambassadors

Ten new White Ribbon Ambassadors have been approved to date. These are men from your community who are proudly living a violence-free life and are willing to publicly encourage others to do the same. New Ambassadors include Pastor Christopher Sola who founded The Dream Centre in Manukau. We look forward to working with these outstanding men and encourage communities to involve their local ambassadors in their White Ribbon Day activities. [Find out more here.](#) [Contact us](#) if you would like to be put in touch with an Ambassador and if you don't have a local representative – download the forms and nominate. Copies of previous newsletters are [here.](#)