



www.whiteribbon.org.nz

White Ribbon Newsletter – December 2012

Firstly a big thank you to all those who participated in the 2012 White Ribbon Campaign. Your efforts to raise awareness and encourage men to take action have resulted in the most visible campaign to date, with over 30 front page stories throughout New Zealand and hundreds of media articles.

Most importantly, there was a significant increase in the number of events indicating a strong desire by communities to embrace White Ribbon as a means of ending the violence in our society.

The Campaign Team have been busy writing thank-you letters and preparing to gather all the data required to measure the performance of the campaign. We do this so that the decisions for 2013 are based on good data. We acknowledge and appreciate the efforts of our stakeholders who so willingly fill in the surveys that provide us with invaluable insights.

On behalf of the whole team, thank-you and we wish you a violence-free holiday.
White Ribbon Campaign Team



[Click here to see The Pledge Page](#)



Community Leadership

Mayors throughout New Zealand [signed the White Ribbon Pledge](#) as we launched the campaign from Kaitaia to Bluff. This community response set the tone for the rest of the campaign and we are indebted to the commitment from councils throughout New Zealand for their assistance in making this a nationwide yet local campaign.

The White Ribbon Ride

This year the White Ribbon ride celebrated four years in the North Island and two years in the South Island. With a record 96 events in over 80 communities, the ride visited a large portion of New Zealand taking the White Ribbon message of non-violence on the road.

With over 4,695kms travelled, hundreds of bike-riders taking part and over a hundred news articles about the ride – this is one of the largest White Ribbon projects, and a testament to the many people throughout the country that make this event possible. Special thanks must go to the Patriots and Te Ahi Kikoha for their roles leading the ride and delivering the message that violence against women is unacceptable. In future newsletters we will feature stories from the ride, in the meantime [check out the photos](#).



Say it with a White Ribbon gift

This Christmas we recommend a White Ribbon gift! Not only will your choice of present be superb, but you will also be supporting the White Ribbon Campaign as we move towards full funding. At the White Ribbon online shop you can purchase cufflinks, metal ribbons, a range of t-shirts, wristbands and even White Ribbon cookie cutters. Orders must be placed before the 21



December. Simply click [here](#) to order. Donations to White Ribbon are also welcome, either send a cheque to White Ribbon Campaign, Families Commission, PO Box 2839, Wellington, or donate electronically

[here](#). Your assistance will help the campaign to continue to provide free resources to communities throughout New Zealand.

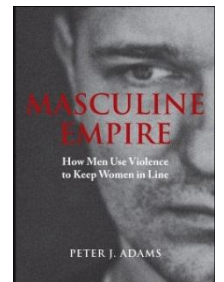


Community Events

With a record-breaking 237 community events there was a tremendous variety of activity throughout the country. Events included breakfasts, marches, whitebait cooking competitions, family fun days, tugs of war, White Ribbon runs and even a garden ramble. Congratulations to all the organisers who put on their thinking caps and found unique ways to raise awareness and engage people. To see the range of events click [here](#).

Book Launch

Masculine Empires: How Men Use Violence to keep Women in Line was launched at The University of Auckland to coincide with the campaign. The book, written by Associate Professor Peter Adams from the School of Population Health at The University of Auckland, takes a new perspective on issues of violence towards women, and offers insights that readers will not have encountered before. As part of the launch, three actors, including Jeremy Elwood, performed portions of dialogue from the book. Find out more [here](#).



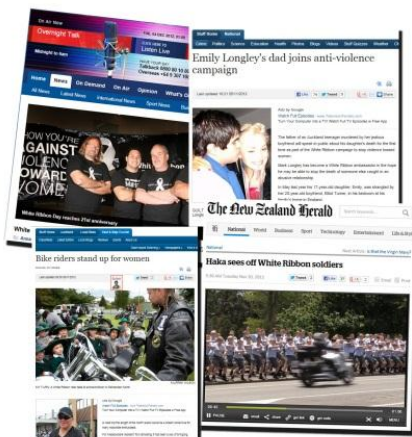
White Ribbon Video

Violence doesn't simply affect the person who is the intended victim. It can impact on the whole family and that includes children. Last year, three girls at Avalon Intermediate in Hutt Valley performed a song at a White Ribbon event. That song was written for a friend, who because of family violence had left school – this is their song, recorded and performed for the White Ribbon Riders. Check it out [here](#).

White Ribbon Ambassadors

Congratulations to Mark Longley, Raj Bedi, Pete Hodgkinson, Martin Sloman and Evans Chibanguza on becoming White Ribbon Ambassadors during November. White Ribbon is also very proud to announce Dr Russell Wills (Children's Commissioner) and Hon Te Ururoa Flavell (Māori Party MP) are joining the ranks of ambassadors. Dr Wills will be featured in a Listener article on 8 December discussing the impacts of neglect and violence in children's development and behaviour, while Hon Te Ururoa Flavell will be profiled in the near future. Our ambassadors played a vital role delivering the campaign messages in this year's campaign. A couple of highlights were [Ruben Wiki](#) bringing Ashburton to a complete standstill, [David White](#) riding the whole North Island section of the White Ribbon Ride and [Mark Longley](#) speaking at the Man Up Event in Hastings. The campaign would also like to thank [Kristen Dunne-Powell](#) and [Lesley Elliott](#) for sharing their stories about non-physical violence as part of the campaign.

Online White Ribbon Coverage



To view some of the online coverage of the Campaign [click here](#):

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

White Ribbon Website hits

