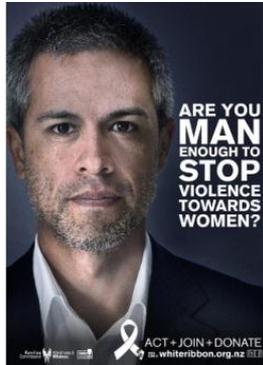




www.whiteribbon.org.nz



White Ribbon Newsletter – October 2012

Kia ora and welcome to our last newsletter before the 2012 White Ribbon Campaign gets underway. We wear our White Ribbons 365 days a year, but the month long campaign is a period of increased activity and an opportunity to talk about and change attitudes around the issue of violence towards women. We hope you'll get involved, whether it's wearing a white ribbon, talking to your mates, or organising or taking part in a White Ribbon event.

The campaign team would like to thank all those who have been working with us to make 2012 the most successful campaign yet. It might be hard work, but knowing that there are committed people out there makes all the difference.

The White Ribbon Campaign Team



Campaign Launch

The campaign will be launched on Monday 5 November in Auckland followed by regional launches throughout New Zealand. To show that violence against women affects all our communities, Mayors across the country are joining together to launch the campaign in their own cities. We hope you'll show your support by writing to your local newspapers and voicing your support for the campaign. Everyone can help build momentum as we approach White Ribbon Day on 25 November.



The Campaign Message

White Ribbon is an international movement that asks men to stand up in their communities and condemn violence against women. It is a campaign to generate discussions around the serious issue of abuse against women in New Zealand. White Ribbon also works to promote positive male role models who have made a lifelong commitment to non-violence, and you can help too by talking to your mates to help us spread the message that violence is never the answer. This year, we also want to increase understanding of what constitutes non-physical violence, so we have arranged a number of public figures to discuss this issue during campaign month such as David White and Lesley Elliott whose daughters experienced both physical and non-physical violence. [Click here](#) for more info. Over the coming weeks the White Ribbon Campaign Team will be sending you regular news updates on our events and nationwide press coverage, so watch this space!



Introducing: the online White Ribbon Pledge Project

The White Ribbon Facebook page has grown exponentially in the last two years and we want to take advantage of this very active and public forum to promote White Ribbon this November. With a viral reach that peaks at just over a quarter of a million, we have the capacity to get the White Ribbon message in front of thousands of New Zealanders.

The online Pledge Project aims to get as many kiwis as possible with the White Ribbon pledge attached to their Facebook and Twitter profile pictures, like Ambassador Ruben Wiki above. Here's how it works: go to [twibbon](#), select 'add to Facebook/Twitter', select 'log in' to your Facebook/Twitter account when prompted, and lastly select 'Add Twibbon to Facebook'.



You can also show your support by choosing one of our pre-made Facebook profile picture and cover photo graphics to use during November. To do this, go to our [Profile Pictures album](#) on our Facebook page and choose the graphic that best works for you. We have a selection of profile pictures, cover pictures and images for posting to show you've taken the pledge, or images that encourage your friends to take the pledge.



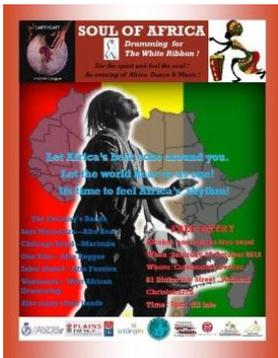


The White Ribbon Ride

There are 86 community events scheduled as part of this year's White Ribbon Ride. That's an incredible collective effort and a big thank you is due to all the organising groups involved in putting these activities together. The riders in this amazing project are committed to making a difference in New Zealand. From all walks of life and led by the Patriots Defence Force Motorcycle Club, Te Ahi Kikoha and South Island Iwi, these are men who are standing against violence and for healthy relationships. Please come along and support the riders when they visit your community. Bring the kids, bring the dads. The bikes are amazing and the riders are inspiring. For more information and to check out the North and South Island itineraries, click [here](#) or if you'd like to follow the White Ribbon Event page on Facebook click [here](#).

White Ribbon Events

Last year there were nearly 200 White Ribbon events throughout the country. This year we are expecting even more. To find out what's happening in your community [check out this link](#). And if you know of an event that's missing, [email us here](#) or [click here](#) to add events when your order your free resources.

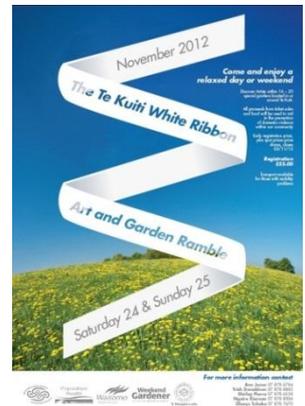


Soul of Africa

1000+ are expected to attend this exciting White Ribbon themed event - a live African musical show with more than 20 African communities taking part. Entry is free and doors open from 5pm (till late), this Saturday, 27 October at the Celebration Centre, 81 Bickerton St, Wainoni, Christchurch.

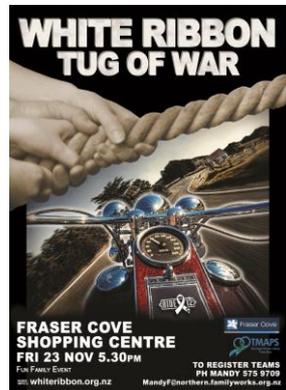
Te Kuiti Garden Ramble

Come and enjoy a relaxed day or weekend and discover artists with 16-20 special gardens located around Te Kuiti on display. Registration \$25. Contact Ann on 07 878 6784 for details.



Manukau White Ribbon Event

Don't miss your chance to be a part of this great community event! There will be face painting, bouncy castle, BBQ, kapa haka, stalls, the White Ribbon Riders, and much more. Friday, 23 November, 10am – 2pm at Manukau Mall (Karoro Court). Contact Raewyn Bhana, Manager SAFVPN on 09 278 9266 or manager@safvpn.org.nz.



Tauranga Tug-o-War

The Tauranga White Ribbon Tug-of-War is on again at Fraser Cove and is set to be an even bigger and more exciting family event than 2011 – which was a huge success! Come down to meet the White Ribbon Riders and witness the tane of Tauranga as they compete in the Tug-of-War competition. Phone Mandy for more info or to register your team today, 07 575 9709.

White Ribbon Hui

The inaugural White Ribbon Men's Hui was a great success, with men coming to hear words of wisdom from the speakers and also to share their own ideas and track a path forward. Check out this [item](#) from one of the organisers, Tim Marshall.



All Whites v Tahiti

White Ribbon was out in force at the international football match in Christchurch this month. Check out the photos and action [here](#).



Resources, Online Shop and Fundraising

Don't forget to order your free White Ribbon resources before stocks are exhausted. And if you want to support the campaign financially please visit the White Ribbon Online Shop. All profits go to ensuring we can continue campaigning on this important kaupapa. [Click here](#) to visit the shop or order your free resources. If you're keen to fundraise, we'd love to hear from you. We do need to raise a significant amount of money to ensure the campaign can fully fund itself by 2015 so any help you can provide is welcome. For fundraising details [click here](#).

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