



www.whiteribbon.org.nz

White Ribbon Newsletter – September 2012

Kia ora tatou and welcome to the September issue of the White Ribbon newsletter. We have some very exciting news to announce this month including the launch of our new campaign poster. This year we want to continue the growth of White Ribbon, which at its core is a movement of men to end violence against women. We believe the new visual designs will bring more men on board, further creating change in New Zealand culture. We hope you like it as much as we do! You can order copies and other free items from our resource ordering and event registration page – which is now live. Also launched this month is White Ribbon NZ's new shop. Click through to check out our new designs and items and support White Ribbon as the campaign begins its three-year transition to self-funding.

Thanks for your continued support
The White Ribbon Campaign Team

New Campaign Poster

After four years of using the MATE! poster we felt it was time for a new concept, slogan and poster to invigorate the campaign. Over a period of months the campaign team developed a brief with the assistance of a number of supportive agencies (Running with Scissors, Copper Brand Experiences and Frock Marketing) with Mission Hall executing the design. The brief called for a strong, empowering and challenging poster and we think what they have produced is stunning! We hope you like it as much as we do.

ACT + JOIN + DONATE

YOU CAN @ whiteribbon.org.nz  

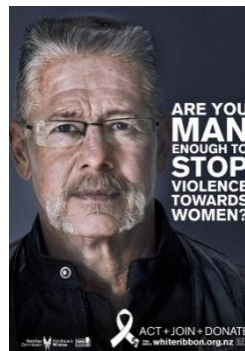
You'll also notice the new call to action which features on all our new collateral. ACT+JOIN+DONATE – check out our [website](#) for details on what this means. The posters along with all the other resources are available for order through the website.

Resource ordering & event registration system live

After some delays in the development of all the new collateral, we are pleased to announce that our system for ordering free White Ribbon resources and registering your White Ribbon events and activities is now live. Free resources this year include fabric ribbons, the new campaign poster, White Ribbon Ride posters, window stickers, balloons and temporary tattoos. [Click here to order & register!](#) Don't forget you can also download print ready copies of our posters from our website.

New White Ribbon Shop

This site has been developed to provide a hassle-free shopping experience and an opportunity to support White Ribbon while taking the campaign messages out into the public. Items on sale sporting the new White Ribbon logo include metal ribbons, t-shirts and three other exciting items. Payment can be made by credit card or bank deposit and we can create invoices if needed – see the site for details. We received lots of feedback over the t-shirt designs published in the last newsletter. Those comments have been taken on board – check out the final designs in the shop and watch this space as we launch further designs in the coming year. [Click here for the shop.](#)





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BOP Steamers on the ball with White Ribbon

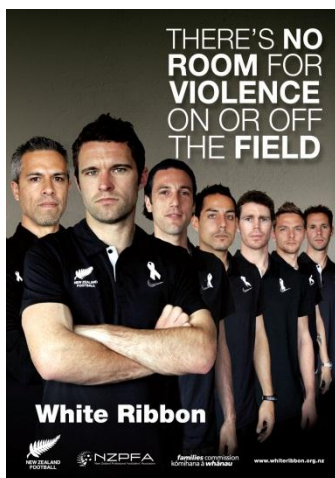
A huge shout out is in order to the BOP Steamers rugby union for their loud and proud support for ending violence towards women. Not only are they sporting white ribbons on their playing strip this year, but they have also organised two White Ribbon / Blow the Whistle themed games, the first of which was on Friday (14 September) in Rotorua. A spectacular sight was to be beheld at the game as 34 motorbikes ridden by White Ribbon Riders from the Hauraki Patriots, Te Ahi Kikoha and three Rotorua local clubs roared onto the field, firing up the crowd, loudly proclaiming their support



for the kaupapa. A huge thanks to all those riders who came out to support, especially to those who came from as far as Masterton and Auckland to tautoko the BOP Steamers and spread the White Ribbon message. Awesome stuff guys!! The next game is 25 September in Tauranga, [contact us](#) to join the Ride group.



The first ever White Ribbon Hui took place over the weekend (21-23) to inspire and equip men to effect change in their communities. Featuring an excellent line-up of speakers, hands-on workshops and outdoor activities to take learning out of the classroom, this is real, effective, and interesting training for men. We hope there will be further gatherings to help men become part of the solution towards ending violence towards women. For further information and to find out who the keynote speakers were [click here](#).



The All Whites and White Ribbon

The All Whites turned in one of their best performances in recent memory, with a 6-1 win over the Solomon Islands in Auckland at North Harbour Stadium. White Ribbon was there to hand out ribbons while braving the wind and rain. It was a great performance by the lads who needed an injury time goal the last time these two countries met. The win puts New Zealand top of their qualifying group, with two victories from two encounters and a seven-goal difference.

The next game in New Zealand is on Tuesday 16 October in Christchurch. If you'd like to volunteer to hand out ribbons and put up posters, please [contact us](#). We'd like to have a significant presence at the game with White Ribbon Riders and plenty of volunteers to fly the White Ribbon flag. You may also notice that Harry Ngata on the far left (former All White) is one of the new faces of the 2012 campaign poster. A sign that the All Whites and Football NZ take violence very seriously.

White Ribbon Events

The first event details are now being registered on the website. Please add these details when ordering your free resources. We can update your information as further information comes to hand. [Click here](#) to load event details.

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