



White Ribbon

Show you're against violence towards women

www.whiteribbon.org.nz

WHITE RIBBON RIDE COMING TO A TOWN NEAR YOU

24 April 2013

Dear White Ribbon Supporters

It's that time of year again to get your registration of interest in to host the White Ribbon Riders in your town.

The 2012 Ride was a huge success with 86 towns visited and thousands coming out to meet the riders and hear their important message. Media coverage was fantastic with 734 articles around November and a record 88,802 website hits in 2012. The Ride leaders had nothing but positive things to say about the warm hospitality they received and the passion and enthusiasm they witnessed in every town they visited. Together, we are successfully raising awareness and bringing this issue out into the open.



The initial structure of the North and South Island routes for the 2013 Ride will be put together at the White Ribbon Riders Hui on 24-26 May. Members of the Patriots Defence Force Motorcycle Club (Patriots), Te Ahi Kikoha, Bream Bay Trust and South Island Iwi are working with the Campaign Team to create the 2013 schedule and we look forward to announcing this in June.

It is expected that the Ride will run from 18–25 November and be led in the North Island by the Patriots and Te Ahi Kikoha, and in the South by the Patriots and South Island Iwi. Independent riders or other clubs will again be invited to join in the Ride and we hope local riders will get out and support their local communities.



No alcohol or drugs

No patches

Must have motorcycle of 250cc or greater

Must follow the instructions of the Patriots who are responsible for the safety of the ride

Must agree to the pledge that *'wearing a white ribbon is a personal pledge never to commit, condone or remain silent about violence towards women'*.

For more information about the campaign, visit www.whiteribbon.org.nz.

If you'd like to host the Ride (or assist a host), please complete the Registration of Interest form and return it via email or post by Thursday, 21 May. The confirmed route for the 2013 Ride will be available in June.

Thanks for your support, and we look forward to hearing from you.



Rob McCann
White Ribbon Campaign Manager



Families
Commission



Kōmihana ā
Whānau



White Ribbon
Show you're against violence towards women

www.whiteribbon.org.nz

WHITE RIBBON RIDE EVENT IDEAS

To help inspire you we have put together some event ideas from the rides:

Panel discussion

Riders told their stories then fielded questions/comments from the audience. This event was interactive, thought-provoking, and really well received by the community.



School visits

The Riders were sent to an array of schools where they captivated the children with their bikes and message. The messaging resonated, with kids being told to 'be awesome to each other, especially your mums, sisters and friends', and that bullying was not cool.

Baking

There was an array of home cooking at events and many of the items helped to spread the message with effective use of the White Ribbon logo.



Make a Giant Ribbon

In 2011 an aerial photo was taken of a hundred school children holding sheets of white paper above their heads, standing in the shape of a ribbon. After listening to the Riders speak, they knew exactly what the day was about and the photo looked great in the newspapers.



White Ribbon Rolling Haka

Schools joined together to form a rolling haka which sent shivers down even the most jaded spines. The schools utilised the opportunity to incorporate the White Ribbon kaupapa.

Ambassadors

Ambassadors came out in force in 2012 to support the

Riders on their mission. If you don't have a local Ambassador to invite along, think about [nominating one](#), so they can add profile to your event.



The Professional Association were presented the White Owl a lifetime award by Andrew Kiriaki (right) (cousin of Peter) with presentation by the staff of the White Ribbon office on January.



Prison visits

Three corrections facilities invited the Riders into their midst to speak with high-risk inmates. Emotive scenes unfolded, with passionate hakas offered in support of the kaupapa and poignant stories shared between the riders and the inmates.

There were many more highlights with marches, breakfasts, white ribbon flags, speaking engagements, mayors riding on bikes and of course the many opportunities where men, women and children were able to meet the riders and share the kaupapa (and of course sit on the awesome bikes).





White Ribbon

Show you're against violence towards women

www.whiteribbon.org.nz

WRR 2013 REGISTRATION OF INTEREST EVENTS

I would like to register our interest in hosting the White Ribbon Ride 2013 in our community.

*Please return the Registration of Interest form by **21 May**.*

Name

Organisation

Town/City

Contact Person

Phone Number

Email

Organisations that might partner with this project

Description of activity that you propose

Please email your registration of interest to: rob.mccann@nzfamilies.org.nz

Or post to White Ribbon Campaign, Families Commission, PO Box 2839, Wellington 6140

This form is also available at www.whiteribbon.org.nz

Please note this is a guide only. If you are unsure of the activity or event or just wish to participate with other organisations or individuals in supporting an event, please indicate so we can put you in touch with the local organisers.

