



www.whiteribbon.org.nz

White Ribbon Newsletter – October 2013

Welcome to the latest edition of the White Ribbon Newsletter. The excitement is beginning to build with only a month to go until the start of the November Campaign which will launch on 10 November. The White Ribbon Shop is now open for all your orders, including resources and merchandise. These items will be shipped in October. In this issue we will outline how the campaign will work and the role you can play to help support the campaign narrative. We hope your events and activities will complement the theme of men taking The Pledge and that you will find the new information on the website will assist you as you generate publicity and support the campaign message.



Rob McCann
White Ribbon Campaign Manager



Events

Register If you are holding an event, please register the event [here](#). It's important to publicise your event on the website so that more people can find out what's on and take part. One of the measurements of the success of the campaign is the number of events held, so demonstrating how many communities are participating is vital. If you need help to organise your event, take a look at the 'how to' document [here](#).

The Pledge If you are holding an event, please build The Pledge into your activities. There are two ways in which people can take part in The Pledge. Provide a table with a laptop (with an internet connection) so that the public can take The Pledge online. If you do not have this technology, [download](#) the excel Pledge Form so that you can capture people's details on an offline laptop. You can then email the document to campaign Head Quarters. Display signs for a pledge table are downloadable [here](#).

Campaign Messages The campaign messages are [here](#). This document explains the issues and what you can do to end men's violence towards women by building The Pledge into your life. Please ensure that all speakers are provided with this information.

Photographs Please take photos of your events and email them to us so we can place these on Facebook and inspire others to participate.

Ambassadors The White Ribbon Committee are pleased to confirm two ambassador meetings in Wellington (30 October) and Auckland (11 November) to further utilise what is one of the campaign's most important assets. We would also like to congratulate the following new ambassadors: Ray Wallace - Mayor Upper Hutt, Wayne Guppy - Mayor Hutt City, Steffan Browning - Green MP, Lachlan MacKay - National Vice President and Officer for Human Rights The United Nations Association of New Zealand, David Warren Office of the External Affairs of the Bahai's of NZ, Julian Nigel Paton - Chair, Network for a Violence Free Hutt Valley, Rawiri Hirini - Social Worker and Harjit Singh - Resource Panel, CYF.

If you wish to invite a White Ribbon Ambassador to your event, please send a short [email](#) with the where, when and what details and we can forward this to an appropriate Ambassador.

“I promise
never to commit,
condone or remain
silent about violence
towards women.”



Resources

Resources are available via the White Ribbon Website. There is a small charge for some items this year. Orders are being shipped in October so if your order is urgent, please [contact us](#). Otherwise [click here](#) to visit the White Ribbon Shop.



Full list of items available at the Shop are:

You Can Poster – Ride Poster – T-shirts – Metal Ribbons – Cloth Ribbons – Tattoos – Balloons – Wristbands – Cookie Cutter – Cufflinks – Flyers

Downloads

You can download the Events Pack or the following items individually: White Ribbon Logo – Pledge Sign – Pledge Sheet – Posters – Regional Ride Poster.

White Ribbon Ride



The White Ribbon Ride begins in Rotorua on November 15th and travels down to Wellington before dividing and heading up the East and West Coast where they join up in Auckland before traveling north to Bream Bay. The South Island travels from Blenheim on 18 November to Hokitika and then across Arthur's Pass to Christchurch and from there down through Central Otago to Bluff and back up the East Coast. The ride leaders are drafting their speech notes and ensuring their bikes are in tip top shape before preparing to head out on the road. Their schedule can be found [here](#). If you are hosting a Ride event, you can request a regional poster. Just send us the details for the poster (where, when and what). We will be contacting all organisers to ensure

the day sheets and press releases are completed. It should be a fantastic year and we must thank the Patriots, Te Ahi Kikoha and the Redeemed for leading the Ride. Independent riders are welcome and regional riders will be leading the motorcyclists into their own home towns. For more information [click here](#).

On 20th September White Ribbon Riders visited Manawatu College in Foxton for their White Ribbon celebration. What an amazing day it was, with a lunch, theatre pieces, music, haka, dance offs, chalk display and an enthusiasm to end violence that can only be experienced. A fantastic visit. [Click here](#) to see more.



White Ribbon Design

Campaigns such as White Ribbon require high quality branding and marketing to ensure our message is effective. Since 2005 Mission Hall have worked with the White Ribbon Committee and The Families Commission to develop and enhance that visual brand. White Ribbon is recognised as the symbol of commitment to social change – to eliminate men's violence towards women in New Zealand. Find out more about the images and branding [here](#).