



White Ribbon

Show you're against violence towards women

www.whiteribbon.org.nz

NEWSPAPER PLEDGE PROJECT

The White Ribbon Newspaper Pledge Project is a call to prominent men from every New Zealand community to show their support for the campaign by signing the White Ribbon Pledge: to never commit, condone or remain silent about violence towards women.

NATIONAL

The White Ribbon campaign team are coordinating this project nationally with a pledge page scheduled to be published in the Sunday Star Times on White Ribbon Day 25 November. Our White Ribbon Ambassadors will be reaffirming their pledge, however we need your help to get more men to sign on and support ending violence towards women.

If you know of prominent men that would be willing to support White Ribbon, you can assist the campaign by either forwarding their details to us, or sending them the letter and form below. Your help and local connections are invaluable to the success of this project and much appreciated!

LOCAL

Communities can take the lead and organise pledge pages in collaboration with their local newspapers. We will happily share our White Ribbon Ambassador signatures should you wish to use these.

How to make it happen in your community

- ⌘ Using your networks, brainstorm a list of prominent men you think might be willing to put their name to the White Ribbon kaupapa. Men who are respected, influential role models in their workplace, business, government, faith, cultural group, sporting group, musical group, union, and so on, are all potential signatories.
- ⌘ Send these men the letter and form below to complete, and include a postage paid envelope to encourage a speedy reply; alternatively you can send by email.
- ⌘ As a token of thanks, you could send each man a white ribbon, available for order free from the website.
- ⌘ Arrange a meeting with your local newspaper editor to discuss the project and see if they can add any names to your list (we can assist with this if needed). Let the editor know it is a nationwide project, and encourage the paper to be involved by printing the page on or around White Ribbon Day, 25 November.
- ⌘ The page can be sponsored by local businesses and the newspaper as part of a community outreach. Papers can sell adverts for the outside, or along the bottom of the spread. Make sure you have an agreement with the

White Ribbon Day
Men against violence towards women - Thursday, November 25, 2010

Local men put their names on the line

Show your support

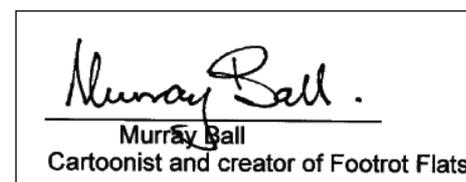
whiteribbon.org.nz

The White Ribbon campaign is a national campaign to encourage men to show leadership and commitment to ending violence against women. These North King Country men have put their names on the line and are proud to support the campaign.

Waitomo News
Tuesday 23/11/2010



Maz Quinn
NZ Champion
Professional Surfer



Murray Ball
Cartoonist and creator of Footrot Flats



White Ribbon

Show you're against violence towards women

www.whiteribbon.org.nz

newspaper to ensure that businesses are compatible with White Ribbon.

- ✂ We are happy to supply you with a template so you or your local newspaper can scan and insert the signatures onto the pledge page. We are more than happy for you to alter the template, and should you require assistance, please let us know.
- ✂ With the assistance of the Families Commission, contact other media (such as your local radio station, significant employers in your area) to publicise the project prior to publication date.
- ✂ Once the page has featured in the paper don't forget to send us a PDF of your Pledge Page so we can display it on the White Ribbon website.

If you have any questions, or to let us know you are keen to take on the project, contact Vanessa Rushton at the Families Commission on 04 931 7095 or Vanessa.Rushton@nzfamilies.org.nz

Thanks for your support!

The White Ribbon Team



White Ribbon

Show you're against violence towards women

www.whiteribbon.org.nz

[Address]

[Date]

Dear

I am writing from (your organisation) to offer you an opportunity to show your support for ending violence towards women in New Zealand.

White Ribbon Day, 25 November, is the international day when people wear a white ribbon to show they do not condone violence towards women. White Ribbon celebrates the many men willing to show leadership and commitment to promoting safe, healthy relationships within families, and encourages men to challenge each other on attitudes and behaviour that are abusive.

We are working on a nationwide project to get prominent men from every community to show their support for the campaign by signing the White Ribbon pledge: to never commit, condone or remain silent about violence towards women. These signatures will be collated and published in daily and community newspapers across New Zealand on White Ribbon Day. We already have high calibre men behind the campaign, e.g., rugby league stars Ruben Wiki and Awen Guttenbeil, performer Stan Walker, along with upstanding community leaders Tau Huirama, Alfred Ngaru and 19 year old Johny O'Donnell.

Your name has been put forward by your community, who see you fit to stand shoulder to shoulder with these men. Adding your voice to this group will strengthen the campaign, and help to promote positive actions to reduce violence in our communities. We are not expecting the men who take part in this project to be experts in the field. Your 'signing-on' shows your willingness to support a violence-free life for women in New Zealand.

You can find more information about the project on the White Ribbon website - www.whiteribbon.org.nz or you can contact Vanessa Rushton at the Families Commission to discuss the project Vanessa.Rushton@nzfamilies.org.nz or 04 931 7095.

If you are willing to support this kaupapa, please complete and sign in the box on the following page and return it to us in the postage paid envelope. If you would like to further support the campaign, we'd love to hear from you! We are currently taking nominations for new White Ribbon Ambassadors - check out the website for more information.

Thanks for your support!

Your Name
Organisation



White Ribbon
Show you're against violence towards women

www.whiteribbon.org.nz

WHITE RIBBON NEWSPAPER PLEDGE PROJECT

I pledge to never commit, condone or remain silent about violence towards women

Please sign in the middle of the box

Full Name

Affiliation/Position

Date/...../..... **Daytime phone number**

Town/City

Please tick one:

- I am happy for my signature to be used in other newspapers and media around the country
- No thanks, just in my local newspaper

Comments

Please return this page to:

White Ribbon Campaign
Families Commission
Public Trust Building
Level 6, 117-125 Lambton Quay
Wellington
ATTN: Vanessa Rushton