

THE FOLLOWING IS A BROADCAST EMAIL TO ALL OVS FUNDED VICTIM ASSISTANCE PROGRAMS

Dear Colleague:

How can we work together to raise awareness of domestic violence? By “Shining a Light” on the subject and bringing it out of the darkness! “Shine the Light on Domestic Violence” is a campaign that connects communities across New York by turning the state purple during October, Domestic Violence Awareness Month.

This is the eighth year of the campaign, coordinated by the NYS Office for the Prevention of Domestic Violence (OPDV). From skyscrapers to bridges, storefronts to shopping centers, purple lights illuminate the nights of October. People wear purple clothing while police cars and municipal vehicles display purple magnetic ribbons. This low or no-cost campaign has grown from several dozen participants in 2008 to many hundreds. And note that “Wear Purple Day” in 2015 is Wednesday, October 21.

OPDV offers a toolkit with many resources that are available for free download. Please take a look at the suggested ways you can go purple, posters, brochures and wallet cards you can print and give out, sample press releases and much more. Visit http://www.opdv.ny.gov/public_awareness/campaigns/shinethelight/shinethelight-current.html for a list of resources and photos from previous years.

On behalf of the New York State Office of Victim Services, thank you for your commitment to providing the highest quality services to innocent victims of crime in New York State. Sincerely,

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