

Sample Press Release

Entity Logo

For Immediate Release: October **, 2017

Contact: *****

[Entity Name] ‘Goes Purple’ This Month to Raise Awareness of Domestic Violence

[Entity] will [activity description] in an effort to draw attention to the issue of domestic violence. The [activity] supports New York State’s Shine the Light on Domestic Violence campaign – an awareness effort coordinated by the state Office for the Prevention of Domestic Violence and supported by organizations statewide

“Quote,” [entity official] said.

In addition, the [municipality] passed a resolution in support of domestic violence victims and the observance of Domestic Violence Awareness Month.

Now marking its 10th year, the Shine the Light on Domestic Violence campaign promotes the use of the color purple – long associated with domestic violence awareness – in creative ways throughout October to raise awareness of the issue and efforts to combat it. OPDV encourages people, agencies and organizations across the state to creatively incorporate purple into their day-to-day lives, whether by illuminating an office building with purple lights or simply handing out small purple ribbons.

In the past, groups have also created a ‘living’ purple ribbon, composed of individuals wearing purple and photographed in the iconic shape; hosted a purple scavenger hunt; hung banners; and distributed wrist bands with other materials containing awareness messages and information about where to get help. These simple efforts can start a conversation that may ultimately convince someone to get help or seek assistance for another.

“We need to raise awareness about domestic violence and how it is negatively impacting thousands of people across the state each year,” said Gwen Wright, executive director of the Office for Prevention of Domestic Violence. “Our annual Shine the Light campaign provides individuals and communities across the state with an easy way to participate in the effort to spread awareness of this important issue, since awareness is a critical component of prevention.”

Domestic violence and sexual assault hotlines received more than 250,000 calls in New York. Meanwhile, state courts reported nearly 300,000 orders of protection were required to be entered in the Domestic Violence Registry. [Add local statistics as appropriate].

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“Quote,” [entity official again/other appropriate individual] said.

Victims of domestic violence and sexual assault can seek help 24 hours a day by calling New York State's toll-free hotline: 1-800-942-6906, English & español/multi-language accessibility. Deaf or Hard of Hearing individuals, dial: 711

There also are programs that provide direct services to victims, including counseling and emergency shelter. Information about those programs is available via New York State Coalition Against Domestic Violence website: www.nyscadv.org, and the New York State Office of Victim Services (www.ovs.ny.gov) also funds a network of more than 200 programs that assist crime victims across the state.

Entities and individuals who participate in the Shine the Light campaign by turning purple or wearing the color on Thursday, Oct. 19 or any other day in the month are encouraged to submit their photos to opdvpurple@opdv.ny.gov so that OPDV may share them via Facebook (www.facebook.com/nysdomesticviolence) and Twitter (@NYSOPDV).

Join the conversation using these hashtags: #ShinetheLight and #NYGoesPurple4DV