

Purple Lights Campaign

SHINE A LIGHT...SAVE A LIFE!



WHAT IS THE PURPLE LIGHTS CAMPAIGN?

October is Domestic Violence Awareness Month and the symbolic color of domestic violence is PURPLE. This initiative involves asking residents, businesses, and organizations to shine a purple light bulb on their front porch, front window, or other public display the entire month to remember the victims and honor the survivors of domestic violence.

WHAT DO THE PURPLE LIGHTS SYMBOLIZE?

- Take a stand against domestic violence
- Show victims/survivors they have a voice and the city, faith group, and community is listening
- Offer support and resources for victims/survivors
- Honors and remembers those who have lost their lives to domestic violence
- Encourages an open dialogue about the topic

HOW TO GET INVOLVED:

- For individual residences, replace your exterior lights with purple light bulbs
- For businesses, use string lights in store front windows or to wrap trees; purple spot lights can also be used
- Put a Domestic Violence Awareness Month yard sign in your yard
- Encourage your community to join in the efforts to break the silence around domestic violence

STEPS TO MAKE IT HAPPEN

1. **Evaluate Feasibility:** To light a building at night, one must assess existing lighting as to whether it could be utilized by changing bulbs, turning on the “purple setting”, or if there are external outlets. Lighting from inside may also be possible with lights on the interior side of the windows that face the street. Lighting a home might involve putting purple lights in porch lights or stringing purple light strands on trees or on the exterior of the house.
2. **Decide:** The decision-makers could be city managers with their city councils, police chiefs or the county sheriff for their departments, business owners, school principals (for individual schools) or superintendents for entire school districts, pastors, faith leaders, and church councils, or individual homeowners.
3. **Obtain lights:** Given a review of types of lights for the purpose, where to purchase them, and the cost. If used outside, the lights must be labeled as suitable for outside to withstand weather conditions. **NOTE:** find lights with the best true purple color.
4. **Put up/install the lights.**
5. **Consider additional signage:** to identify the purpose of the lights (yard signs, signs for windows, etc).
6. **Displays:** Obtain appropriate display materials, brochures, literature if considering a display inside the building or business.
7. **Publicize:** Write articles for your city/county/organization newsletters, post them on social media. Share photos with Alexandra House on Facebook, Instagram, and/or Twitter @AlexHouseMN,
8. **Organize events:** Observe #PurpleThursday (October 21st), wear purple ribbon pins, schedule staff training, set up educational seminar re: violence prevention activities.