



NEW YORK STATE SENATOR

Jose Peralta

Going Purple: How to Shine the Light on Domestic Violence

JOSE PERALTA October 15, 2010



October is Domestic Violence Awareness Month in New York State. This is the third year the Office for the Prevention of Domestic Violence is working to “Shine the Light on Domestic Violence” by turning the State purple. For the past two years, landmarks such as Niagara Falls, skyscrapers, bridges, and storefronts were illuminated purple for a day, a week or the whole month. Organizations held special awareness days and encouraged staff to dress in purple.

Senator Peralta encourages you to join the effort this year, in one or more of the following ways:

Wear Purple On October 20th

Host a Domestic Violence Awareness Day, and encourage staff to wear purple clothing. Some examples include hospital staff wearing purple scrubs or painting a single fingernail purple — be creative! Wear purple as much as you can during the month, but especially on Wednesday, October 20, which is the date we are suggesting that all New Yorkers wear purple.

Create a Purple Space

As part of your Awareness Day (or Week or Month), set up a display table in the lobby of your building. Put out brochures, flyers, balloons and purple ribbons for staff. Host a raffle to benefit a domestic violence program. Include the hotline number: 1-800-942-6906. See OPDV's [publications](#) for available materials.