

# Background: Purple Ribbon Campaign



Each year, the PEI Advisory Council on the Status of Women asks Islanders to wear a **purple ribbon** to raise awareness about violence against women and children here on PEI, across Canada, and throughout the world.

## How did the PEI Purple Ribbon Campaign Against Violence start?

On December 6, 1989, 14 women were murdered at l'École Polytechnique in Montreal. They were singled out and murdered because they were women. Since 1991, the Prince Edward Island Advisory Council on the Status of Women has organized its Purple Ribbon Campaign Against Violence. The campaign started out relatively small, with the Advisory Council handing out about 500 ribbons. This year, the Advisory Council will distribute more than 17,000 bilingual bookmarks with ribbons.

Every year, 100s of Islanders are the victims of violence against women and children. The message of the Purple Ribbon Campaign is that we must work together to end violence and abuse.

## Why is the ribbon purple?

Women chose **purple**, a colour long used by the women's movement, even since the time of the suffragettes. Purple is a colour associated with suffering but also with power and transformation.

## Who should wear a purple ribbon?

All of society is affected by violence. We urge women and girls, men and boys, and people of all genders to wear a purple ribbon.

## Why a Purple Ribbon Campaign?

- To remember the 14 women who were murdered in Montreal on December 6, 1989
- To remember all women who have died violently and the many thousands who continue to live with violence and abuse
- To raise awareness about violence against women and children
- To discuss the root causes of gender violence in inequality and misuse of power and control
- To support prevention and end violence and abuse

## When do we wear the purple ribbon?

Wear a purple ribbon any day you want to show support for an end to violence against women and children. Special dates:

- **October 4:** Canada-wide Sisters in Spirit Vigils for missing and murdered Indigenous women
- **November 25:** International Day for the Elimination of Violence Against Women
- **December 6:** Canada's National Day of Remembrance and Action on Violence Against Women
- **February 9 to 15, 2020:** PEI's Family Violence Prevention Week

## Where can I find help for myself or for a friend, a relative, or a neighbour?

- Victim Services: Charlottetown 902-368-4582, Summerside 902-888-8218
- PEI Family Violence Prevention Services: fvps.ca 1-800-240-9894
- Chief Mary Bernard Memorial Women's Shelter: cmbmws.morriscode.ca 1-855-297-2332
- PEI Rape and Sexual Assault Centre: www.peirsac.org 1-866-566-1864
- In immediate danger: 911

## More information:

Premier's Action Committee on Family Violence Prevention [stopfamilyviolence.pe.ca/help](http://stopfamilyviolence.pe.ca/help). Look for *Information for People in an Abusive Relationship: A Guide to Finding Services That Can Help You* or the *2019 Family Violence Resource Guide*.

## Who has supported the Purple Ribbon Campaign on PEI?

- The Premier's Action Committee on Family Violence Prevention
- Confederation Centre of the Arts
- The City of Charlottetown
- Volunteers across PEI who ensure a wide distribution of ribbons, especially members of the Women's Institute

2019 Charlottetown Montreal Massacre Memorial Service

12:00 noon, Friday, December 6, 2019, Memorial Hall, Confederation Centre of the Arts

**30 years** since the Montreal Massacre. We remember.

2019-2020

Purple Ribbon  
Campaign Against  
Violence  
Campagne du  
ruban  
violet  
contre  
la violence



Support Survivors

Appui aux survivantes  
& survivants

Support the person. Involve the community. **Right the world.**  
Appuyons la personne. Rallions la communauté. **Redressons le monde.**