

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Caroline Witherspoon or
Malia Chung
Becker Communications, Inc.
(808) 533-4165

**PARENTS AND CHILDREN TOGETHER TO “PAINT THE TOWN PURPLE”
FOR DOMESTIC VIOLENCE AWARENESS MONTH IN OCTOBER**

HONOLULU (September 19, 2012) – In recognition of Domestic Violence Awareness Month in October, Parents And Children Together (PACT) and the Hawaii State Coalition Against Domestic Violence will encourage the community to help “Paint the Town Purple” by participating in various fun and impactful purple-themed activities throughout the month. PACT has developed family-, business- and Facebook-friendly “painting” options, all with the sole purpose of showing support for the fight against domestic violence.

“One in four women will experience domestic violence at one point in their lifetime but often times you won’t hear about it because a lot of the victims feel ashamed and embarrassed,” said Marci Lopes, PACT Program Director, Domestic Violence Programs. “PACT helps victims heal and get back on their feet through multiple programs and service offerings, but the most powerful resource we have to put an end to domestic violence is right here among our community members. Our “Paint the Town Purple” campaign is the perfect opportunity to show your support and we encourage everyone – businesses, families and individuals – to participate.”

PACT’s “Paint the Town Purple” activities include:

Shine Purple Lights ~ A shining light or beacon has the power to guide someone along a safe path; it represents hope and inspiration for a brighter future. PACT invites local businesses, building owners and private homeowners to illuminate their buildings or homes with purple lights to show support for those fighting for a better, brighter future, free of domestic violence.

Wear Purple ~ Teams wear matching jerseys to indicate that they are a unified group of people fighting for a common goal. On Friday, October 5, PACT welcomes the general public to join their team in the fight against domestic violence by wearing purple clothing or a purple ribbon. Purple ribbons will be handed out in the downtown Honolulu area on October 5. To request a ribbon, contact us at info@pacthawaii.org or call (808) 847-3285.

Create a Purple Space ~ Refugees find comfort and safety in a city or country other than their own. PACT encourages businesses and residents to create or decorate a purple space in their home or office to demonstrate their support in helping domestic violence victims

find and cultivate safe and healthy living environments. “Painters” can submit images of their Purple Space to PACT’s Facebook page: www.facebook.com/PACTHawaii

Post a Web Banner or Facebook Cover Image ~ People wave a flag or banner to publicly declare their belief in something or someone. PACT invites businesses and individuals to upload a specially created Web Banner or Facebook Cover Image to their website or Facebook page as a way publicly declare their support in the fight against domestic violence. To download the Web Banner and Facebook Cover Image, visit www.pacthawaii.org.

For more information surrounding “Paint the Town Purple,” visit www.pacthawaii.org.

ABOUT PACT

Founded in 1968, Parents And Children Together (PACT) is one of Hawaii’s leading non-profit organizations providing a wide array of innovative and educational social services to families in need. Assisting more than 16,000 people annually, PACT helps families identify, address and successfully resolve challenges through its 15 statewide programs, Among its services are treatment programs, support for domestic abuse victims, youth activities, financial and child literacy programs and initiatives for early childhood education. For more information about PACT, please visit www.pacthawaii.org.

#