

Things you can do to Paint Phoenix Purple

HOW TO MAKE A HUMAN PURPLE RIBBON

- Mark out the outline of a ribbon in chalk.
- Participants stand on the purple outline of the ribbon. It's helpful to have someone with an aerial view communicate with organizers below.
- Increase or decrease individuals as needed depending on how many people or how much space you have.



FLASH MOB

Go to paintphoenixpurple.org to see the training video on how to do a flash mob or create your own and post it to Facebook.

CELEBRATE DOMESTIC VIOLENCE AWARENESS MONTH

Visit paintphoenixpurple.org to access a variety of tools.

- Plan an event
- Get involved in the campaign
- Support local community activities
- Stay informed by reading the latest news about Paint Phoenix Purple

RESOURCES

Follow **Paint Phoenix Purple**:

Facebook.com/[paintphoenixpurple](https://www.facebook.com/paintphoenixpurple)

Twitter.com/[paintphoenixpurple](https://twitter.com/paintphoenixpurple)

For more information on the **Paint Phoenix Purple** campaign contact:
Tamyra Spendley at 602-534-5463 or tamyra.spendley@phoenix.gov.



in October



City of Phoenix

Things you can do to Paint Phoenix Purple

By wearing purple and displaying it prominently throughout the community, you can let everyone know that there is no place for domestic violence in our homes, neighborhoods, schools or workplaces.



EXTERIOR OF BUILDING

- Use purple lighting outside.
- Display the **Paint Phoenix Purple** logo on the side of the building.
- Use purple holiday lights or rope lighting on trees, bushes, poles and around your building.
- Tie purple ribbons around trees.
- Hang purple banners in support of **Paint Phoenix Purple**.
- Use purple plastic cups to spell a message on fencing.

INTERIOR OF BUILDING

- Decorate the lobby with purple.
- Use purple lighting in the lobby or in elevators and display signage to explain why.
- Hang educational posters.

WINDOW DECORATION

- Place purple streamers or purple holiday lights in windows.
- Cover windows with purple gel paper or translucent film.
- Display **Paint Phoenix Purple** window clings in building windows.
- Create a display using purple.

EMPLOYEE ACTIVITIES

- Ask employees to wear something purple on Fridays.
- Distribute domestic violence information in employee paychecks.
- Distribute ribbon-shaped purple cookies.
- Host a brown bag lunch on domestic violence in the work place.
- Feature a domestic violence article in your employee newsletter.
- Distribute purple flowers to offices.



INTERNET AND SOCIAL MEDIA

- Link to paintphoenixpurple.org from your website.
- Add information about what your company is doing to help **Paint Phoenix Purple**, especially activities/events in October.
- Include survivor stories on your company's website.
- Include **Paint Phoenix Purple** messaging in an email blast to customers and/or employees, especially in October for National Domestic Violence Awareness Month in October.
- Tweet messages about **Paint Phoenix Purple** to your company's Twitter followers.
- Post messages about **Paint Phoenix Purple** on your company's Facebook page.
- Issue a news release about your building going purple and/or employee activities.



RETAIL

- Create one or more **Paint Phoenix Purple** displays.
- Display purple clings in windows at mall entrances, and on dressing room or restroom mirrors.
- Decorate window displays with purple merchandise, streamers or translucent film.
- Host a contest for the best window display and send a photo of it to the **Paint Phoenix Purple** Facebook page for judging.
- Encourage mall and store employees to wear something purple on Fridays during October.
- Decorate common areas with purple accessories.
- Involve the food court in October by using purple straws, napkins or plates.
- Provide space for **Paint Phoenix Purple** messaging.
- Provide backlit ad space for 31 facts on domestic violence.
- Place purple ribbons in planters throughout the mall.
- Hang educational posters inside the mall or in restrooms.
- Change indoor and outdoor lighting to purple bulbs.
- Use purple holiday lights at mall entrances or other locations. String them into the shape of a ribbon.
- Cover lights with purple gels.

