



SAVE THE DATE – March 5, 2015

Massachusetts White Ribbon Day

1pm, Gardner Auditorium, Massachusetts State House

Get ready for the 8th Annual Massachusetts White Ribbon Day!

On March 5, 2015, thousands of men across Massachusetts will stand up and be counted as allies against men's violence towards women and to promote healthy masculinities.

Through the White Ribbon Day campaign, Jane Doe Inc. has joined an international effort to engage more men and boys to help end violence against women, from sexual assault and domestic violence to sex trafficking and sexual harassment.

You can be part of this campaign and inspire other men and boys both to prevent individual acts of violence and to foster a broad framework that promotes positive masculinity.

Violence against women is a human rights violation – and these abuses around the world are obstacles to efforts for peace and gender equality in all societies.

The crux of the campaign is for individual men and boys to take the White Ribbon pledge – making a public and private commitment to promote respectful, safe and healthy relationships and communities.

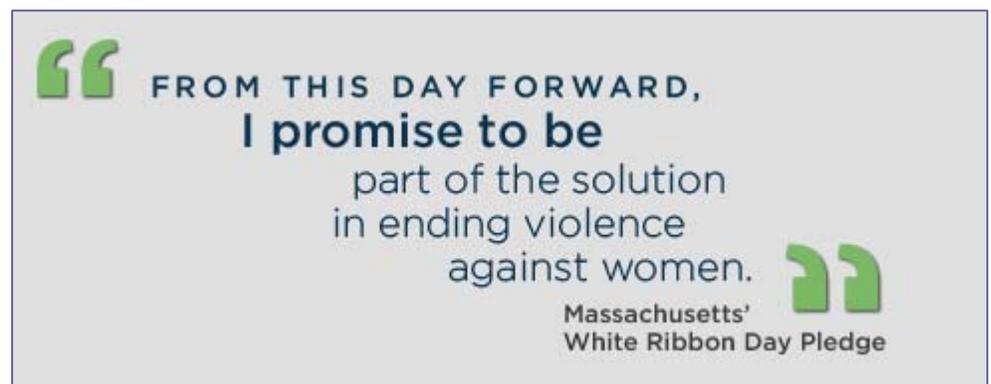
Take the pledge – Wear the Ribbon:

- ❖ Change societal attitudes & beliefs that perpetuate & make excuses for violence against women!
- ❖ Promote safety & respect in all relationships & situations!
- ❖ Build a network of resounding voices that will support and advance the work of JDI and our coalition members!

The impact of thousands of men – from all walks of life – throughout Massachusetts declaring their commitment to this principle of non-violence will, with your help, be far-reaching and long-lasting.

Through the campaign, you can get involved on the local and statewide levels. You

can take the pledge yourself. You can become an Ambassador and invite other men and boys to join you. Your company, organization, school, workplace or congregation can sign on as a WRD Affiliate. *(See details on other side.)*



Men and Boys May Join as a White Ribbon Day Ambassadors

Ambassadors are men who take the White Ribbon Pledge and join the campaign to serve as an example to others. Ambassadors agree to wear the White Ribbon on White Ribbon Day, recruit 5 or more friends and colleagues to wear the ribbon on that day, and give permission for their names to be published on print and web materials.

We also encourage ambassadors to attend any White Ribbon Day events taking place in their communities and, to the extent it is possible, get involved and help spread the word.

Organizations May Join as a White Ribbon Day Affiliates

Any organization, group or corporation (including but not exclusive to JDI members) may become affiliated with the White Ribbon Campaign in Massachusetts by signing the White Ribbon Pledge and agreeing to help promote the Massachusetts White Ribbon Day Campaign. This includes a commitment to operate a local pledge for men and boys, either called the White Ribbon Campaign, or a pledge initiative of your own design and wording in your local area. This may occur at any time during the year.

Individuals May Take the White Ribbon Day Pledge

There are many reasons why we are excited about men and boys taking a pledge and putting on a white ribbon. We are declaring for ourselves and for our children that we will no longer live in a world as dangerous as ours without doing something about it. We are declaring that we are joining together for a powerful and deep cause for justice.

We believe that change can start with a step as simple as putting on the white ribbon. It's a public statement that is visible to other men and visible to women and children. It sends a clear message about what we tolerate and what we promote in terms of masculinity, equality and human rights.

To join and for more information:

Materials describing the International White Ribbon Campaign and our plans for Massachusetts can be found on the website: <http://www.janedoe.org/whiteribbonday>.

It would be an honor to have you join with us. We hope to hear from you soon.