



# Family Violence Prevention Week

February 11-17 | 2018

## Activities for Businesses

*Family violence can affect people of any age, gender, religion or economic status. Family violence happens here on PEI and is likely happening within the community your business services. Your business can take a stand to help raise awareness and bring an end to family violence. Here are some great ways to get involved in Family Violence Prevention Week:*

### 1. Show your colours

- **Purple** is the colour of family violence awareness. Wear **purple** on Wednesday February 14 and a **purple** ribbon throughout the week. Need ribbons? Contact [michelle@peistatusofwomen.ca](mailto:michelle@peistatusofwomen.ca)
- Create a **purple** display. Clothing, flowers, jewelry, office supplies, balloons... anything **purple!**
- Change your storefront lighting and go **purple** for the week.
- Place a Family Violence Prevention Week 2018 poster near a cash register, in a window or post an image on your digital display <http://www.stopfamilyviolence.pe.ca/familyviolencepreventionweek2018campaign>

### 2. Get creative

- Make a display of family violence prevention information for your customers (hint:

include some cookies and beverages to encourage people to stop). Call 902-368-4510 or email [michelle@peistatusofwomen.ca](mailto:michelle@peistatusofwomen.ca) for a complete information package.

- Create a theme product for the week, a cookie or cupcake decorated with **purple** icing, sprinkles or a **purple** ribbon.

### 3. Spread the word

- Include a special image in your email signature for the week: <http://www.stopfamilyviolence.pe.ca/familyviolencepreventionweek2018campaign>
- Tweet about it!
- Share a picture of your team wearing **purple** or of your **purple** display on your social media pages.
- Include a message in your advertising to recognize Family Violence Prevention Week.

### 4. Get active

- Join one of the many community walks or special events happening across PEI to show your support.
- Implement guidelines in your workplace to address family violence.

### 5. Make a donation

- Hold a dress down day and collect donations for local organizations providing services to persons experiencing family violence.

