



Sturgeon County
9613-100 Street
Morinville, Alberta T8R 1L9

Dear Mayor Hnatiw and Council,

Each year, the Province of Alberta, recognizes November as Family Violence Awareness Month. Each day, the Jessica Martel Memorial Foundation and Sturgeon Victim's Services are called to Reach Out, Speak Out. Through the provision of essential services and supports to individuals and families impacted by family violence and our ongoing efforts to break down barriers through public education about family violence, we work to create communities who do not tolerate domestic violence and bring safety and hope to vulnerable individuals and families.

During the month of November, we will launch a social media campaign (#GoPurpleAB) to educate the community about the prevalence of family violence, increase its understanding of family violence, teach about responses to family violence and how to prevent family violence. To support our efforts, we are asking our municipal partners to Reach Out, Speak Out against family violence. Follow our social media campaign online and share our information, resources and stories.

We are also asking you to proclaim November 23rd, 2018 to be Go Purple Day in your community. The colour purple, signified by a purple ribbon, has been widely adopted as the unifying symbol of courage, survival, honor and dedication to ending family violence. Encourage everyone to wear purple to Reach Out, Speak Out to raise awareness about family violence, honour the courage of survivors and grieve the loss of those taken by family violence.

We have included a proclamation that may be used at your next council meeting. Should you have any questions, or would like resources or information about family violence, do not hesitate to contact us.

Sincerely,

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REDWATER & SMOKY LAKE
VICTIM SERVICES

