

# History of the Campaign



- The **White Ribbon Campaign** began in Canada in 1991 as a response to the Ecole Polytechnique Massacre of 14 female students by a man on December 6, 1989. This shocking tragedy prompted a group of concerned men to launch an awareness campaign on the issue of violence against women. These men encouraged other men and boys to pin on a white ribbon as a personal acknowledgement of the important role men need to play in the efforts to end violence against women. The White Ribbon Campaign has now spread to over 60 countries around the world!
- **Vera House**, which has been working to end domestic violence in **Onondaga County** for over **40 years**, brought the White Ribbon Campaign to Central New York in **1995**. We have maintained the important element of male leadership of the Campaign while expanding participation to include everyone in the community interested in ending abuse - MEN & WOMEN.
- The **primary goal** of the White Ribbon Campaign is to help **prevent and end domestic and sexual violence**. When you participate in the White Ribbon Campaign, you are making an important statement to **never commit, condone or remain silent about abuse**.
- This year we hope to have over **40,000 individuals** in the greater Syracuse community participate in the WRC during March. People will be working to create awareness to help prevent domestic and sexual violence and raising funds to support Vera House programs and services. With the participation of the entire community, we are sure to reach our fundraising goal of **\$150,000!**

