



News Release Template (convenors):

Instructions:

The following template aims to assist Convenors in producing a news release about Purple Armband Games.

*It is intended as a **guide only**. We encourage you to use and adapt content from the examples as you see fit, and to provide your own personal angle on why your organisation is hosting Purple Armband Games.*

Template:

Headline:

Start with a catchy headline. Here's a few suggestions:

**Good sports stand up to violence against women
Champions make a stand against gender violence
It takes balls to stand up to violence against women
Sports tackle sexual assault and violence against women**

Paragraph 1:

State who will be doing what, when, where and why.

Example 1:

This weekend, over 100 Smithfield sporting teams will wear purple armbands in expressions of support to sexual assault victim/survivors and on-field statements against violence against women as part of a new Smithfield Council initiative called *Purple Armband Games*.

Example 2:

This Saturday, Smithfield Soccer Association will champion a new sports-based gender violence prevention initiative called *Purple Armband Games*, which aims to see sport play a leadership role in tackling sexual assault and violence against women in our communities.

Paragraph 2:

Explain the purple armband concept.

Example 1:

In sport, armbands are a symbol of grief and respect. Purple is the colour for women's rights. By wearing the purple armbands, the teams will:

- Make a statement of respect for women;
- Acknowledge the grief caused by sexual assault;
- Stand against all forms of violence against women.

Example 2:

Purple Armband Games involve sports teams wearing purple armbands during a game in an expression of support to sexual assault victim/survivors and on-field statement against violence against women, purple being the internationally recognised colour for women's rights.

Paragraph 3:

Explain how your organisation's involvement with Purple Armband Games came about.

Example 1:

Earlier this year, Smithfield Council passed a unanimous motion to host the *Purple Armband Games* with sports in its local government area on behalf of Australia-wide, on-line group, Football Fans Against Sexual Assault..

Example 2:

The Smithfield Soccer Association convenes this new initiative on behalf of Australia-wide, on-line group, Football Fans Against Sexual Assault, a grassroots initiative aimed at gender violence prevention in and through sport.

Paragraphs 4&5:

Describe your community's response to Purple Armband Games. Illustrate with a quote from your organisation's spokesperson. Make the statement relevant to your particular situation.

Example 1:

Cr Bill Smith, Mayor, Smithfield Council, said he was pleased with the response to this initiative.

"Sexual assault and violence against women is a problem in all communities, including ours. We're incredibly heartened to see so many people from our local sporting clubs put up their hands to be part of the solution," he said.

Example 2:

Ms Jane Smith, Spokesperson, Smithfield Soccer Association, said that teams from the under 13s up would wear the purple armbands, as well as game officials, coaches and parents.

"We're seeing it as a chance for everyone in our competitions to be involved in making an important statement about respect and community standards," she said.

Paragraphs 6, 7 & 8 (optional):

You may like to insert the following paragraphs, which provide further background on the concept Purple Armband Games, including a statement from FFASA President.

Purple Armband Games draws on current research in how best to prevent sexual assault and violence against women. Rather than targeting offenders, the initiative instead calls on the silent majority of men and women to speak out against abusive attitudes and behaviours towards women.

"It's all about encouraging peer leadership and building people's confidence in speaking out," according to Ricky Onman, President, Purple Armband Games. "We're keen to see this initiative grow as hopefully, more teams and organisations get behind the prevention message," he said.

Paragraphs 9 & 10:

Provide a closing call to action by your organisation's spokesperson, illustrated by a quote.

Example 1:

Cr Smith said that this weekend was about building champions both on and off the field.

"We quite literally have some champion teams here in Smithfield. The message of this weekend is that champions stand up to sexual assault and violence against women," he said.

Example 2:

Ms Smith said that teams were looking forward to the weekend's games and making the purple armband statement.

"It's all about building positive cultures around our sport. Everyone's got a role to play in that," she said.

Paragraph 11 & 12 (optional):

You may like to close with more background by inserting the following paragraphs.

The purple armbands have also been worn by the Brisbane Broncos, Manly Sea Eagles, South Sydney Rabbitohs, St George Illawarra Dragons, Sydney Roosters, New Zealand Warriors, AIS Darters, QLD Firebirds, all teams in the Hyundai A-League and over 500 grassroots teams spanning Rugby League, Australian Football, Rugby Union, Soccer Football, Netball, Basketball, Baseball and Hockey.

Another 500 teams Australia-wide are expected to wear the purple armbands this month.

For more information, visit www.purplearmband.org

Slogan:

Finish with the Purple Armband Games slogan.

***Sexual assault and violence against women:
The more we stand up to it, the sooner we get rid of it***

See following pages to read full text for Example 1 and Example 2.

Example 1:

Smithfield champions stand up to violence against women

This weekend, over 100 Smithfield sporting teams will wear purple armbands in expressions of support to sexual assault victim/survivors and on-field statements against violence against women as part of a new Smithfield Council initiative called *Purple Armband Games*.

In sport, armbands are a symbol of grief and respect. Purple is the colour for women's rights. By wearing the purple armbands, the teams will:

- Make a statement of respect for women;
- Acknowledge the grief caused by sexual assault;
- Stand against all forms of violence against women.

Earlier this year, Smithfield Council passed a unanimous motion to host the *Purple Armband Games* with sports in its local government area on behalf of Australia-wide, on-line group, Football Fans Against Sexual Assault..

Cr Bill Smith, Mayor, Smithfield Council, said he was pleased with the response of the Smithfield sporting community to this initiative.

"Sexual assault and violence against women is a problem in all communities, including ours. We're incredibly heartened to see so many people from our local sporting clubs put up their hands to be part of the solution," he said.

Purple Armband Games draws on current research in how best to prevent sexual assault and violence against women. Rather than targeting offenders, the initiative instead calls on the silent majority of men and women to speak out against abusive attitudes and behaviours towards women.

"It's all about encouraging peer leadership and building people's confidence in speaking out," according to Ricky Onman, President, Purple Armband Games. "We're keen to see this initiative grow as hopefully, more teams and organisations get behind the prevention message," he said.

Cr Smith said that this weekend was about building champions both on and off the field.

"We quite literally have some champion teams here in Smithfield. The message of this weekend is that champions stand up to sexual assault and violence against women," he said.

The purple armbands have also been worn by the Brisbane Broncos, Manly Sea Eagles, South Sydney Rabbitohs, St George Illawarra Dragons, Sydney Roosters, New Zealand Warriors, AIS Darters, QLD Firebirds, all teams in the Hyundai A-League and over 500 grassroots teams spanning Rugby League, Australian Football, Rugby Union, Soccer Football, Netball, Basketball, Baseball and Hockey.

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Example 2

Soccer tackles sexual assault and violence against women

This Saturday, the Smithfield Soccer Association will champion a new sports-based gender violence prevention initiative called *Purple Armband Games*, which aims to see sport play a leadership role in tackling sexual assault and violence against women in our communities.

Purple Armband Games involve sports teams wearing purple armbands during a game in an expression of support to sexual assault victim/survivors and on-field statement against violence against women, purple being the internationally recognised colour for women's rights.

The Smithfield Soccer Association convenes this new initiative on behalf of Australia-wide, on-line group, Football Fans Against Sexual Assault, a grassroots initiative aimed at gender violence prevention in and through sport.

Ms Jane Smith, Spokesperson, Smithfield Soccer Association, said she expected over 100 teams from the under 13s up to wear the purple armbands, as well as game officials, coaches and parents.

"We're seeing it as a chance for everyone in our competitions to be involved in making an important statement about respect and community standards," she said.

Purple Armband Games draws on current research in how best to prevent sexual assault and violence against women. Rather than targeting offenders, the initiative instead calls on the silent majority of men and women to speak out against abusive attitudes and behaviours towards women.

"It's all about encouraging peer leadership and building people's confidence in speaking out," according to Ricky Onman, President, Purple Armband Games. "We're keen to see this initiative grow as hopefully, more teams and organisations get behind the prevention message," he said.

Ms Smith said that teams were looking forward to the weekend's games and making the purple armband statement.

"It's all about building positive cultures around our sports. Everyone's got a role to play in that," she said.

The purple armbands have also been worn by the Brisbane Broncos, Manly Sea Eagles, South Sydney Rabbitohs, St George Illawarra Dragons, Sydney Roosters, New Zealand Warriors, AIS Darters, QLD Firebirds, all teams in the Hyundai A-League and over 500 grassroots teams spanning Rugby League, Australian Football, Rugby Union, Soccer Football, Netball, Basketball, Baseball and Hockey.

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