

From: [Leah D. Nixon](#)
To: [Archive](#)
Subject: Ferris Promotes White Ribbon Campaign
Date: 11/04/2009 10:07 AM

Included below is a press release regarding the White Ribbon Campaign at Ferris State University. Further information is available by contacting Leah Nixon, assistant director of News Services.

For Immediate Release
Nov. 4, 2009

Leah Nixon
Ferris State University
Assistant Director of News Services
leahnixon@ferris.edu, (231) 591-5604

White Ribbon Campaign Creates Awareness of Violence Against Women

BIG RAPIDS – Men at Ferris State University are saying “No” to violence against women with the White Ribbon Campaign, being held Nov. 5 through Dec. 5.

During the month of November, men around campus will be showcasing their commitment to ending violence against women by wearing a white ribbon, said Nicholas Campau, coordinator of Student Life at Ferris.

The purpose of the White Ribbon Campaign is to educate men about all forms of violence against women (physical, sexual and emotional), Campau explained. The campaign also will help young men become aware of the impact that violence has on women, as well as give them a chance to reflect on their behavior.

Organizers also hope the campaign will continue the dialogue that was started by “Take Back the Night,” a program designed for people to take a stand against domestic violence and sexual assault. The White Ribbon Campaign is a way for men and Ferris to say (by wearing a white ribbon) that they will never commit, condone or remain silent about violence against women.

“By including men in the efforts to end violence against women, we start to break down barriers and are able to start fostering change in our community,” Campau said. “Our hope is that the community will begin to embrace the idea that violence against women is everyone’s issue.”

Other activities supporting the campaign include tying white ribbons to all trees located in Ferris’ Campus Quad, creating bulletin boards with anti-violence messages to be displayed in campus residence halls and educational displays in the Rankin Student Center, as well as hosting educational informational tables in the Interdisciplinary Resource Center.

Organizers of the campaign include Ferris’ Dean of Student Life Office, Counseling Center, Committee on Sexual Assault, Delta Chi Fraternity, Inc., and Women’s Information Services, Inc.

For more information or to help with the campaign, call Campau at (231) 591-2949.

Leah Nixon
Assistant Director of News Services
University Advancement & Marketing
420 Oak Street, PRK 101
Ferris State University
Big Rapids, MI 49307-2031
(231) 591-5604 / fax (231) 591-2985