



MEMORANDUM

Date: September 21, 2016

To: Laura Penny, Director
Victims Services Division
Pima County Attorney's Office

From: C.H. Huckelberry
County Administrator

A handwritten signature in black ink, appearing to read "CHH", is written over the printed name "C.H. Huckelberry".

Re: **Paint Pima Purple Campaign to Raise Awareness of Domestic Violence**

Pima County is pleased to join with Emerge! Center Against Domestic Abuse, the Pima County Attorney's Office and participating employers in the Paint Pima Purple campaign designed to help eradicate domestic abuse.

Pursuant to your request, I have reviewed the design for removable bumper stickers for the campaign. By copy of this memorandum, I am authorizing our Fleet Services Department to place these removable bumper stickers on County vehicles for the month of October in recognition of Domestic Violence Awareness Month. This authorization does not apply to Sheriff's Department vehicles.

Wearable stickers of a similar design may also be distributed to interested departments for employees to wear on Thursday, October 20, and throughout October, if they so desire. October 20 is the day County employees will be encouraged to wear purple in support of the Paint Pima Purple campaign.

I encourage all departments, as they are able, to share some of the educational campaign materials to raise awareness about domestic violence and resources available in our community to assist victims. These materials will be made available in electronic form to make it easier to disseminate.

CHH/mjk

Attachments

c: The Honorable Chair and Members, Pima County Board of Supervisors
The Honorable Barbara LaWall, Pima County Attorney
Tom Burke, Deputy County Administrator for Administration
Frank Samaniego, Director, Fleet Services
Babette McDonald, Operations Supervisor, Victims Services Division, Pima
County Attorney's office



Pima County Attorney's Office

Victim Services Division
32 North Stone Avenue, Suite 1400
Tucson, Arizona 85701-1412

Phone (520) 740-5525

Fax (520) 740-5585

www.pcao.pima.gov

Barbara LaWall
Pima County Attorney

September 15, 2016

Chuck Huckelberry, County Administrator
Pima County Government
130 W. Congress St., 10th Floor
Tucson, AZ 85701

Dear Mr. Huckelberry:

The Pima County Attorney's Office is pleased to partner again with Emerge! Center Against Domestic Abuse in hosting the fourth annual **Paint Pima Purple** campaign. We are writing to request that Pima County participate again this year. As one of the region's largest employers, we greatly appreciate the leadership that Pima County provided last year and hope the County will be willing to be an active partner again in this year's campaign.

Paint Pima Purple is held in October as part of Domestic Violence Awareness month. The goal is to raise community awareness about domestic violence by sharing prevention and intervention messages. **Paint Pima Purple** seeks to amplify the reach of these messages by engaging employers across our communities and securing their commitment to help spread the word among their employees, customers and clients.

Similar to last year, we are hoping that you might agree to allow us to work with various County departments to help distribute the domestic violence prevention and intervention campaign information. Specifically, some of the ways we were able to reach employees and the wider community last year were:

- Articles in the eScoop employee newsletter.
- Emails that departments were able to share with their staff members.
- Awareness materials that the Health Department distributed at their clinics and some public events (e.g., Tucson Meet Yourself) where they had tables.
- Removable bumper stickers that the motor pool and various departments placed on all county vehicles.

We hope you will allow us to work with the various Departments to repeat many of these successful efforts and to encourage employees, as appropriate and with approval by their departments, to participate in simple awareness activities like Wear Purple Day.

We hope that you will agree to allow Pima County to participate again in this year's **Paint Pima Purple** campaign. Included with this letter are a prototype of the bumper stickers and a flyer with information about **Paint Pima Purple** day activities. We look forward to hearing from you.

Regards,

Laura Penny, Director
Victim Services Division

cc: Ed Mercurio-Sakwa, CEO, Emerge! Center Against Domestic Abuse



Help Us *Paint Pima Purple* for Domestic Violence Awareness Month 2016

Together, We Can Create Safety for All Tucsonans

Raise Awareness

- **Sign-up** at emergecenter.org to receive educational eNews blasts
 - **Share** the eNews installments with your family, friends & professional contacts
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Attend the Paint Pima Purple Celebration

- **Join us on October 20th** from 7am to 7pm
(*Emerge! Voices Against Violence Site, 4101 E. 22nd*)
 - Press Conference at 1pm with Pima County Attorney Hon. Barbara LaWall
 - Debut of the Emerge! Clothesline Project
 - Wear Purple Photo Booth
 - Tours of Voices Against Violence site
 - Food truck lunch from 11am-2pm
 - Live broadcasts with local radio stations
 - **Donate** Starting Over Supplies for Survivors
 - *Gift Cards* (grocery stores, Target, Walgreen's, etc.)
 - *NEW Bedding*: Pillows, Blankets & Sheets (twin, full & queen sizes)
 - *NEW Bath & Hygiene Items*: Bath Towels, Deodorant, Hairbrushes, Razors, Tampons & Pads
 - *NEW Reusable Water Bottles*
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More Ways to Participate

- **Encourage** your circles to wear purple on October 20th & **send us your photos** (send to events@emergecenter.org)
- **Book an appointment** to get a **purple hair extension** for \$10 at Salon Nouveau (Salon Nouveau will also donate \$10. All proceeds come to Emerge!)
- **Connect** with us via social media & **share our posts**
[#PaintPimaPurple](#) [#DVAM16](#) [#endDVtogether](#) [#CelebrateSurvivors](#)

Visit our website www.emergecenter.org & follow us on social media



Ask for help. Offer help.
End Domestic Abuse



emergecenter.org

