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PRESS ADVISORY

*Mayor Gary R. McCarthy Announces
Schenectady's City Hall Is Turning Purple To
"Shine The Light On Domestic Violence"*

Schenectady, NY – Schenectady's City Hall will be bathed in purple light throughout October as the City of Schenectady marks Domestic Violence Awareness Month. "It is my great pleasure to highlight the important issue of domestic violence by signing today's proclamation and by throwing the switch to turn the floodlights on City Hall purple tonight. It takes a coordinated effort by all corners of the community; law enforcement, advocates, community groups, and schools to combat the plague of domestic violence and declare that it will not be tolerated in our community."

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Shine the Light on Domestic Violence

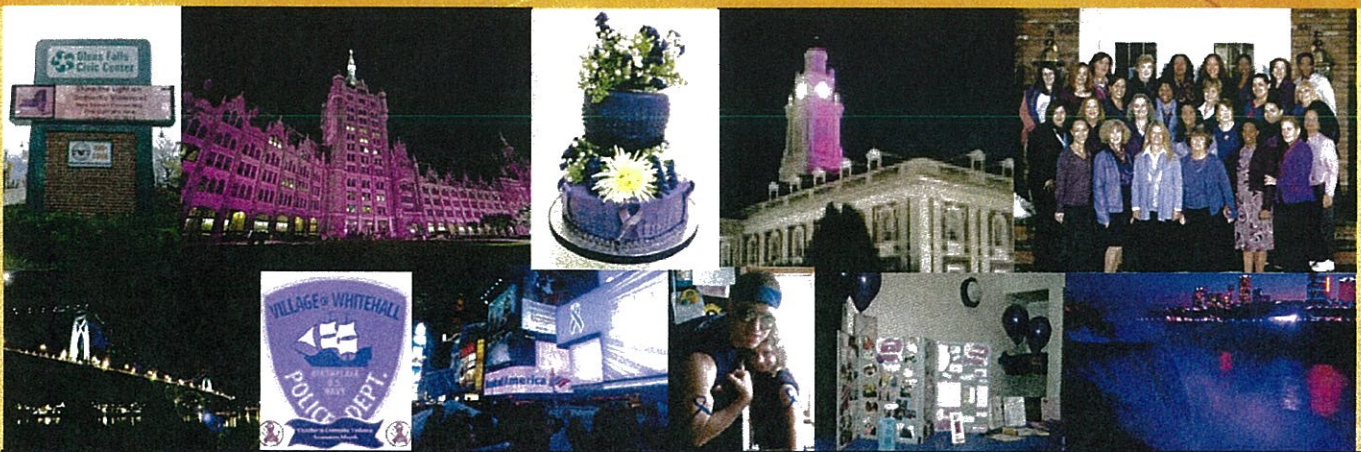
October is
Domestic Violence
Awareness Month

Why is everything PURPLE?

- October is Domestic Violence Awareness Month.
- Purple is the symbolic color for domestic violence awareness.
- There is a movement across New York State to shine purple lights on buildings, wear purple or hold purple events.

GO PURPLE...AND TALK ABOUT IT!

Awareness is the first step toward real change.



"Shine the Light on Domestic Violence" campaign developed by the New York State Office for the Prevention of Domestic Violence.

Visit www.opdv.ny.gov for more information and materials
See purple photos at www.facebook.com/NYSdomesticviolence
Send your photos to opdvpurple@opdv.ny.gov

Domestic & Sexual Violence Hotline, 24/7
1-800-942-6906 (All languages)
1-800-942-6908 (Spanish language)

