



FOR RELEASE
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Public invited to participate in anti-violence campaign on Facebook

WHITEHORSE—Individuals are invited to participate in the Am I the Solution? campaign by volunteering to have hand-drawn portraits of themselves posted on a Facebook page and in other campaign advertisements.

The new Facebook page is one of several new elements in a social marketing campaign designed to get Yukoners to think about the effects of violence against women and girls and what they can do to address it.

Interested individuals can submit their photo online, which will be sketched and added to the gallery. All volunteers can also use their hand-drawn images as their Facebook profile pictures.

"Violence is a societal issue and each of us has an important role to play toward its elimination," Minister responsible for the Women's Directorate Elaine Taylor said. "Participating in this unique initiative is one way that people can choose to combat interpersonal violence."

Whitehorse resident Dan Bushnell is volunteering his image for the campaign and encourages others to do the same.

"We allow and continue violence towards women through our inaction and unwillingness to honestly look at ourselves and our friends. I cannot change the actions of others but I can change my own," Bushnell said. "It is my hope that through actively working to dissuade the language and culture of violence towards women, through honest and open dialogue within my own peer group, I can be a part of the solution."

Am I the Solution? is being promoted across Yukon through radio and print ads, postcards, posters, banners, City of Whitehorse transit bus panels and online media as well as Facebook.

The campaign was developed by an interagency working committee comprised of representatives from the Women's Directorate, Kaushee's Place, the Department of Education, the Department of Justice and individuals representing youth, men and First Nations women.

For more information visit: facebook.com/AmItheSolution.

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See attached sample of campaign advertisements.

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