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Cambridge Celebrates White Ribbon Day. Men Encouraged to Speak Out Against Gender-Based Violence

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During the first week of March, the City of Cambridge will once again be participating in White Ribbon Day, an international campaign that asks men and boys to stand up and speak out against gender-based violence by making a personal and public commitment to promoting equality, respect and non-violence in their relationships and all aspects of their lives.

Last fall, the Cambridge Public Health Department and the city's Domestic and Gender-Based Violence Prevention Initiative invited a group of men from city government and the community to form a leadership team to engage other men throughout the year in reimagining masculinity and ending gender-based violence. City staff and the newly formed men's group, MENding CAMBRIDGE, have joined together to host several White Ribbon Day Cambridge awareness events.

White Ribbon Day Spotlight. To raise awareness about gender-based violence, an image of a white ribbon will be projected onto the façade of Cambridge City Hall in the evenings from Feb. 22 – March 3, 2016.

City Hall White Ribbon Day Event & Photo. Male city employees and other men who live and work in Cambridge are invited to take the White Ribbon Day Pledge on Tuesday, March 1, at 2:45 p.m. in front of Cambridge City Hall, 795 Massachusetts Ave. A group photo will be taken following the pledge. For more information and to RSVP, visit the City's White Ribbon Day Facebook event page: <http://camb.ma/WRD2016Event>.

Chalk Talk. As part of the White Ribbon Day Pledge, community members are invited to sign their name in chalk on the walkway in front of City Hall on the days leading up to Massachusetts White Ribbon Day on Mar. 3, or on March 1 when the group pledge is taking place at City Hall.

Community members can also participate in White Ribbon Day by taking the pledge and wearing a white ribbon the week of Feb. 29–March 4, 2016.

People are encouraged to share White Ribbon Day photos on social media and use #MENDCambMA in all posts. To view the pledge and sample social media posts, and learn about other ways to get involved with Cambridge White Ribbon Day, go to: www.cambridgema.gov/domesticviolence.

