



Advocating to End Sexual and Domestic Violence

Dear Community Partner,

For 29 years, Bay Area Turning Point, Inc. (BATP) has provided life saving services to individuals impacted by family violence and sexual assault, in the greater bay and surrounding area. Services are free of charge and include shelter, housing and non-residential services, public education/awareness and primary prevention. BATP is actively creating solutions and bringing awareness to the issue of domestic violence.

In honor of Domestic Violence Awareness Month (DVAM) October 1<sup>st</sup> – 31<sup>st</sup>, BATP is preparing several events to raise awareness. We are asking for your support and participation the week of October 5<sup>th</sup> – 9<sup>th</sup> as we challenge the community, local businesses and schools to make us a promise to **GO PURPLE and “Paint the Town Purple”**.

Make a difference and pledge to participate in the following ways:

- Decorate your storefront or window in your best purple merchandise during the month of October.
- Donate nights of shelter (\$60.00 per night is one night in shelter).
- Place a purple ribbon in front of your home or business.
- Display purple ribbons in business window and cars.
- Change outdoor lighting to purple
- Dedicate your outdoor sign to BATP
- Dedicate a Go Purple Day with your Coworkers, Friends and Family and post to Facebook (**#BATPgoes**)

A BATP team member will be following up with you to answer any questions and finalize the details of your pledge. Thank you in advance for your generosity and support!

Sincerely,

Leigh Ann Fry, M.A.Ed.  
President & CEO

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bayareaturningpoint.org  
24 Hour Crisis Hotline  
281-286-2525  
“A United Way agency”