



25 April 2021

MEDIA RELEASE

Wear RED and create IMPACT for Women in Domestic & Family Violence situations this May

This coming May, Domestic & Family Violence Prevention Month, **impact** invites you to *Wear a Touch of Red* to create impact and attract attention to the fact that women and children in Domestic & Family Violence are not alone. There is a community to support them and the actions of their perpetrators are not OK.

So why red?

Founder of impact for women, Kathy Kaplan OAM, explains:

The colour red is both invigorating and intimidating, symbolising many things, all of them potent. Red denotes strength, power, energy, excitement, passion, courage and determination. It energises, excites and motivates us. It can also frighten us.

Red is all about **luxury** – think red Ferraris and the soles of Louboutin shoes. We give red roses when we're in **love** and we call outstanding experiences 'red letter days'.

Red captures attention. Being one of the most visible colours, second only to yellow, it's no wonder that fire engines and stop signs are red to make sure they trigger alertness.

Yet, red is also the colour of **violence, anger and aggression**. Red implies dominance, intolerance, rebelliousness, obstinance and brutality.

We 'see red' when we're angry, a red flag warns of danger and we're 'in the red' when we describe a financial loss. We get frustrated with red tape, we're caught red-handed when we're clearly guilty and something is not worth a red cent when it has no value.

Red is **impact** for women's signature colour, symbolising the colour's dichotomy: the love that can hold couples together, while also representing the abuse and violence that, too often, separates couples.

And by wearing red we draw attention to the problem too many women in our society face and let them know they are not alone.

This coming May is Domestic & Family Violence Prevention Month and **impact** invites you to *Wear a Touch of Red*.

Why are we asking you to do this?

Because the frequency, intensity and horror of domestic abuse and violence is on the rise and that is completely unacceptable.

So, this May, please *Wear a Touch of Red*, take a selfie and post it with the hashtag **#WearRed4Impact**. Better yet, do so with your family and friends and encourage your work colleagues to do the same.

impact for women inc

abn 17 159 728 753

address PO Box 217, Glen Huntly, 3163

web impactforwomen.org.au

impact is a registered ACNC charity with DGR status

email president@impactforwomen.org.au

facebook [/impactforwomen](https://www.facebook.com/impactforwomen)

instagram [/impactforwomen](https://www.instagram.com/impactforwomen)

The primary purpose of *Wear a Touch of Red* is to initiate conversations: conversations about how and why we all need to do far more to stop domestic abuse and violence in our communities, conversations articulating the very clear message that family abuse and violence in **ANY** of its many forms is **NOT** OK.

It does not have to be big: wear a red shirt, a red shoelace, a red hat, red undies, red lippy, one red painted nail, it doesn't matter what: just *Wear a Touch of Red* during May and let's start the conversation because with conversation comes awareness, light, reduced shame and, hopefully, positive action to reduce what is arguably Australia's greatest shame.

While the primary focus of **impact's** *Wear a Touch of Red* campaign is to initiate increased debate, a tax-deductible donation at <https://donate.mycause.com.au/charity/1284> would be greatly appreciated and would be directed towards **impact's** free Court Child Care Program.

impact is a completely volunteer driven charity, determined to make a grass roots, practical and common-sense difference to Victorian women and children fleeing extreme violence at home. While **impact** is a charity, it does not give charity. Rather it gives gifts and services with dignity and gives dignity with gifts and services.

If you are in imminent danger, please call 000.

For free and confidential support, please call 1800RESPECT.

To learn more about impact, visit impactforwomen.org.au

To arrange an interview with Kathy Kaplan please call her on 0402 008 797 or email kathy@impactforwomen.org.au