



## CORPORATE REPORT

To: Recreation, Culture & Airpark Services Commission  
From: Christina Vugteveen, Manager of Parks and Recreation

Date: 2020-10-20  
File No: 7710-01

**Subject: Purple Lights Committee**

---

### INTENT

This report is intended to advise the Recreation, Culture & Airpark Services Commission of the Purple Lights Committee initiative for October 2020. Staff is not looking for a recommendation and has forwarded this information should members want clarification or to discuss the item further.

### STRATEGIC AREA(S) OF FOCUS

Foster a Strong & Diverse Economy  
Support Healthy & Sustainable Community  
Provide Responsive & Effective Public Services

### BACKGROUND

Purple Light Nights® campaign originally came from a group in the United States, which was formed in June 2004 to focus on domestic violence. In 2006, they started a Purple Light Nights® campaign for October's Domestic Violence Awareness Month, which has grown to include a global campaign.

The message "Domestic Violence Has No Place in Our Community" is promoted through collaborative leadership, communication, education to promote healthy relationships, and victim support. The goals of the initiative are to:

- Provide education to promote healthy relationships to youth and adults
- Increase awareness of domestic violence and how it affects the community as a whole
- Provide assistance and service referrals to victims and their families
- Work to support policies that meet victim needs and hold perpetrators accountable

The Purple Lights Committee is a function of Victim Services in Hope, and has been actively promoting the message of bringing awareness to domestic violence over the past five years during the month of October. Due to COVID-19 pandemic restrictions to typical campaigns which involve events, the Committee requested that large purple rocks be placed strategically in areas of high visibility throughout the community of Hope, including the Recreation Center. The aim of this is to send a

consistent message, providing an opportunity to develop public awareness of domestic violence issues and build on healthy relationships.

## DISCUSSION

There is no existing policy for requests such as this, and requests are handled on a case by case basis. With the Commission's support, staff have worked with the Committee to ensure that the rock was secured in time for the campaign kickoff on October 1, 2020. The rock will remain in place for one year, and then will be re-evaluated. The purple rock has a bright yellow logo which includes the message of shining light as shown in the following photo.



## COST

All costs associated with the installation, maintenance, and removal of the rock are the responsibility of the Purple Lights Committee.

## **CONCLUSION**

The use of recreation facilities is an important part of Hope, Area A, and Area B communities and the Purple Lights Committee is appreciative of the support for this location to share the message that domestic violence has nowhere to hide in the community.

## **COMMENTS BY:**

**Stacey Barker, Director of Regional Services:** Reviewed and supported.

**Kelly Lownsbrough, Director of Financial Services:** Reviewed and supported.

**Jennifer Kinneman, Chief Administrative Officer:** Reviewed and supported.