

**Media Release
For Immediate Distribution**



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Wear It Purple 2018

Northern District Community Health and the Gannawarra Shire will participate in the national campaign Wear It Purple Day on Friday 31st August 2018, and encourage other local organisations to participate also. Wear It Purple Day was first set up in 2010 in response to the alarming numbers of young people who were being bullied and harassed because of their sexuality or gender identity, several of whom took their own lives because of this lack of acceptance.

During that time, some young people found a new sense of conviction and purpose, working to make sure that young people everywhere would know that there were people who did love and support them for who they were.

“Last year, NDCH publicly advocated for a “yes” vote in the same sex marriage plebiscite,” NDCH CEO Mandy Hutchinson said. “And while we got a resounding national yes, there is still a lot of work to do to make sure that people from the LGBTIQ+ community feel just as supported, loved and valued as anybody else. That’s why we are promoting the Wear It Purple Day.”

In the eight years since Wear It Purple was founded, the movement has become an international one with generations of new rainbow young people continuing to be dedicated to promoting the annual expression of support and acceptance to rainbow young people.

Ms Hutchinson said that the importance of campaigns like Wear It Purple Day lies not just in making sure LGBTIQ+ people of all ages know there is hope. “This year’s theme is ‘Because We Empower Together’, and we think the whole community has a role to play in helping rainbow young people and their families know that we have their back. They have every right to be proud of who they are.”

The Wear It Purple initiative has six ways they are working toward their goals:

EDUCATE – educating society about sexuality and gender diversity.

CELEBRATE – celebrating diversity.

ADVOCATE – Being the public voice of rainbow young people.

EMPOWER – Empowering rainbow young people to be active in their communities.

CHALLENGE – Challenging harmful social norms.

SUPPORT – Showing rainbow young people they aren’t alone.

NDCH will be hosting a morning tea and will be running a social media campaign right up to and on the day, linking visitors to their Facebook, Twitter and Instagram pages to resources for LGBTIQ+, Rainbow young people and their families, and allies. People can also visit the Wear It Purple website at www.wearitpurple.org

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Media Enquiries

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