

# Juno Women's Aid

## Turning Nottingham Orange

16 Days Activism Campaign



**2023**

[www.junowomensaid.org.uk](http://www.junowomensaid.org.uk)



# What we want to achieve



The campaign is an international campaign to challenge violence against women and girls. The colour for the campaign is orange and this was chosen to represent a brighter future.

**Juno hopes to turn Nottingham and Nottinghamshire orange raising awareness of the 16 days of activism campaign as well as raising awareness of Juno and the services available.**

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# The history of 16 Days



**STOP  
VIOLENCE AGAINST  
WOMEN**

On 25th November 1960, sisters Patria, Minerva and Maria Teresa Mirabal were murdered. 25th November was declared International Day for the Elimination of Violence against Women in 1980. In June 1991 began a global campaign of 16 Days of Activism Against Gender-Based Violence.

**The campaign runs from the 25th Nov - 10th Dec**

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# HOPE



## Join Juno

and turn orange for the  
day

**27th November 2023**

**All Day**

**Get orange** - This could include dressing up in something orange, using orange displays (lights, flags etc)

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# Ways to get involved



## Get Sociable

Turn orange with your friends, family, colleagues and service users and share your efforts on social media platforms. Be sure to tag Juno and use the hashtag **#Orange4Juno #16DaysActivism**



## Fundraise

Additional option to fundraise for Juno by asking colleagues, friends, family and service users to **donate £2** for taking part in turning orange

# Things to remember



## Photos

Don't forget to get pictures so you can share your participation with others



## Share

Share the campaign pack with your networks to encourage involvement



## Socials

Don't forget to tag us on social so we can share it



## Creative

Get creative in how you decide to turn orange

# Contact Us

## Juno Women's Aid

Safety. Support. Strength.

If you're interested in taking part and would like more information or support please contact our **Communications & Marketing Lead** Tasarla Larner - [tasarlal@junowomensaid.org.uk](mailto:tasarlal@junowomensaid.org.uk)



[www.junowomensaid.org.uk](http://www.junowomensaid.org.uk)



Call our helpline 0808 800 0340



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**Safety. Support. Strength.**

Empowering women and children  
to live free from abuse