



Abbotsford Police Department

2838 Justice Way, Abbotsford, B.C. V2T 3P5 Phone (604)859-5225 Fax (604)859-2527

Bob Rich
Chief Constable

"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

APD FILE #

RELEASE # 1

DATE OF RELEASE: October 5, 2016

Incident: Purple Light Nights Campaign 2016

Abbotsford – October 5, 2016

The Purple Light Nights initiative originated in Covington, Washington in 2007 and has become a powerful international educational and awareness campaign. The colour purple represents the international colour that symbolizes domestic violence. By simply illuminating purple lights at night in homes and businesses, an impactful visual message of unity and support is demonstrated.

Four years ago the Abbotsford Violence against Women in Relationships (VAWIR) committee adopted the Purple Lights Campaign throughout the month of October. This year, through continued support of the VAWIR committee, MCFD, the Women's Resource Society of the Fraser Valley, the Abbotsford Downtown Business Association, and other local businesses in Abbotsford, the campaign continues to grow. Collectively, we promote the message that **domestic violence has no place in our community.**

Watch our Purple Lights Campaign video here: <https://youtu.be/FaWeyHCTvLs>



*Our Mission:
To make Abbotsford the safest city in B.C.*

Cst. Ian MacDonald Phone: (604) 864-4721
Abbotsford Police Public Information Officer Cell: (604) 835-6070
2838 Justice Way, Abbotsford, BC V2T 3P5 Fax: (604) 859-2527
E-mail: imacdonald@abbypd.ca

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