

Support Domestic Violence Awareness Month and Rock the Purple



With the rise in domestic violence and bullying, the Purple Ribbon Council, a grassroots national charity dedicated to preventing domestic abuse, has adopted May as their National “Go Purple Awareness Month to Prevent Domestic Abuse.” By holding “purple” events across the country, the Council aims to inspire people to create awareness about this horrible issue that impacts 1.3 million women each year.

To kick things off, select Hard Rock Cafes will sponsor Rock the Purple™, A Purple Ribbon Council Concert for a Cause to raise awareness for the prevention of domestic abuse and dating violence. Rock the Purple™ was first launched in May

2010 at the Hard Rock Cafe in Phoenix, Ariz. with more than 250 people in attendance rocking out to local bands.

This year, Rock the Purple will take place in three cities: **Phoenix on May 6, Philadelphia on July 6 and Seattle on July 28**, with local bands and musicians performing for the cause. Additionally, hairstylists will be on site to create a “sea of purple” for participants with SHE by So.Cap.USA purple hair extensions. The event is open to the public and is absolutely free, but cash donations are accepted at the door. Donations will assist children who have lost their parent(s) to domestic violence homicide and support Purple Ribbon Council’s prevention projects. Last year, the Phoenix event raised more than \$2,000 from donations.

In addition, the organization also supports **Pretty in Purple Week**, a fundraising effort that benefits the Council’s **Purple Ribbon Fund for Children**. The campaign which runs from May 1 to 7 is a time when select salon and spa professionals will raise awareness by informing their clients about ways to recognize and respond to the signs of abuse. Many establishments will also hold fundraising events like cut-a-thons and manicure parties, and will sell and display purple paper butterflies to support the children who were left behind because of domestic abuse. [Click here](#) to see a video about Pretty in Purple Week.

If you’ll be near Phoenix, Philadelphia, or Seattle on any of the above dates, make the time to attend the event and help spread awareness about domestic violence and bullying. For directions, performing acts, or general information, visit Rock the Purple.