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May 19, 2023

NEWS RELEASE

Be Safe campaign wins national honor Initiative receives Purple Ribbon Award

The Be Safe campaign — an initiative to raise awareness about local resources available to victims of domestic violence — received a national Purple Ribbon Award for Most Innovative Service.

The Purple Ribbon Awards were created by Theresa's Fund, DomesticShelters.org and sector experts to honor the countless heroes of the domestic violence movement, including advocates, programs, shelters, survivors and members of the community support system.

In addition to the Be Safe campaign, the Purple Ribbon Awards honored Jodi Nuthals-Mikulsky, the shelter coordinator with Golden House, with the Program/Shelter Employee of the Year Award.

Be Safe focuses on reaching those dealing with domestic abuse to ensure they know local help is available and encouraging them to call 920-212-SAFE to get the support they need. All calls going to the hotline number are answered 24/7 by the skilled advocates at Golden House, Brown County's comprehensive domestic violence shelter and support.

The Be Safe campaign is truly a community initiative. With funding from a dedicated community member, [O'Connor Connective](#) was asked to create and manage the logistics of the campaign, which encourages those dealing with domestic violence to call 920-212-SAFE so they can receive the help they need. The campaign also has [community partners](#), who amplify the message through their organization to ensure as many people as possible are reached.

Everyone in the community is encouraged to follow the campaign on Facebook and Instagram and share its content so that more people can be reached.

Additional organizations are welcome to join the Be Safe campaign as partners to gain access to materials and campaign assets. Contact Linda Bodden, Production Director at O'Connor Connective, at linda@oconnorconnective.com or 920-288-2980.



The **Be Safe Campaign** seeks to enhance awareness of local domestic violence resources and is a joint effort of Golden House and the Community Coordinated Response Team – Diversity and Inclusion Committee within Brown County.

For more information, contact:
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