

# Ribbon Campaign raises awareness

The White Ribbon Campaign finished off a week of festivities Nov. 21 at Pearl inside the Grand Sierra Resort. The White Ribbon Campaign is the world's largest organized effort of men working to end men's violence against women. The local campaign was organized by the Crisis Call Center, Safe Embrace and the Reno-Tahoe American Marketing Association.

According to organizers, "Wearing a white ribbon is a personal pledge never to

commit, condone or remain silent about violence against women."

Bruce Knowlton, of the Reno-Tahoe AMA, said he's impressed with how the community has supported the campaign.

"In these stressful times, we have to be aware of how we treat each other," Knowlton said. "We have to stop the silence and end the violence."

Tickets to the event were \$35 and proceeds benefited the Crisis Call Center and Safe Embrace.



RENO GAZETTE-JOURNAL PHOTOS

Piper and Nichole Brittain watch the entertainment with Kellie Labarry at the White Ribbon Benefit at Pearl Champagne Lounge. The White Ribbon Campaign focuses on educating men about ending violence against women. Proceeds from the event benefited the Safe Embrace and the Crisis Call Center.



Nichole Brittain, president of the local American Marketing Association collegiate chapter, stands with Bruce Knowlton, president of the AMA's Reno-Tahoe chapter, after the benefit ended.