

News for Immediate Release

June 21, 2016

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Women of Color Network, Inc. Blue Lips Campaign launch 9:00 am Tuesday, June 21, 2016 on National Selfie Day

Harrisburg, PA – The Women of Color Network, Inc.’s Blue Lips Campaign officially launches Tuesday, June 21, 2016, at 9:00 am Eastern standard time on www.MyBlueLips.org and social media platforms with the hashtags #MyBlueLips, #BlueLipsChallenge and #IAmWocnInc.

Typically, when a person walks into a domestic violence or sexual assault program with blue lips, it means injury, pain, and hurt. Typically, when we think of the color blue, we think of feeling down and sadness.

“The Blue Lips Campaign is a national awareness campaign and fundraiser by the Women of Color Network, Inc. (WOCN, Inc.) with the purpose of bringing attention to domestic violence and sexual assault overall, and to lift up the specific impacts of this violence upon women of color who are of Asian, African, Latinx, Native, Middle Eastern and Bi/Multiracial descent,” said Tonya Lovelace-Davis, CEO of Women of Color Network, Inc. Tonya Lovelace-Davis continues, “Given the grave statistics – that 4 out of every 10 American Indian/Alaskan Native women and African American women, and 1 in 2 multiracial women will be a victim of physical violence, rape or stalking in their lifetimes, it is crucial that we raise national awareness on violence against ALL women. With our Blue Lips Campaign, we are inviting the nation to Flip the Script on Blue Lips and Reclaim the Blues!”

The Blue Lips campaign asks: What are you actively doing to eliminate violence against girls and women? Will you participate by taking a Blue Lips selfie? Will you donate money to support the work of WOCN, Inc.? Will you challenge someone to put on Blue Lips?

Take the 3-step Blue Lips Challenge today by:

(1) Participating with Playfulness by wearing BLUE LIPS. If blue lips aren't someone's thing, then they are to donate and challenge someone else. Download one of two signs, fill in the blank with your words, and post a selfie with the hashtags #MyBlueLips and #BlueLipsChallenge and #IAmWocnInc. (2) Donate with confidence whether you take a Blue Lips selfie or not and support the local and national work of WOCN, Inc. (3) Share the Healing by changing your profile picture on all social media platforms to your Blue Lips Selfie and share the Blue Lips Challenge within your networks.

The on-line fundraiser will run until 11:59 pm August 31, 2016, UTC. Donations to Women of Color Network, Inc., a 501 (C) 3 organization are tax deductible. For more information on the Blue Lips Campaign visit: www.MyBlueLips.org. The Blue Lips Campaign allows us all to: (1) Flip the Script on Blue Lips! (2) Reclaim the Blues! (3) Engage in SELF-care through fun, connection, and stepping outside of the norm! (4) Embrace new colors and new experiences! (5) Challenge gender norms and constraints that proscribe what "men" and those who present masculine can and cannot do!

About WOCN, Inc:

The Women of Color Network, Inc. (WOCN, Inc.) is a national organization 501 (C) 3 with a 19-year legacy of serving women of color and other marginalized communities. Twenty months ago WOCN, Inc. spun off to stand on its own as an independent nonprofit and they need help to build and sustain their infrastructure. The CEO is located in Harrisburg in the Startup building, 1519 North 3rd Street, Harrisburg, Pa 17102, and additional staff members reside in New York, Virginia, Wisconsin, and North Carolina.

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