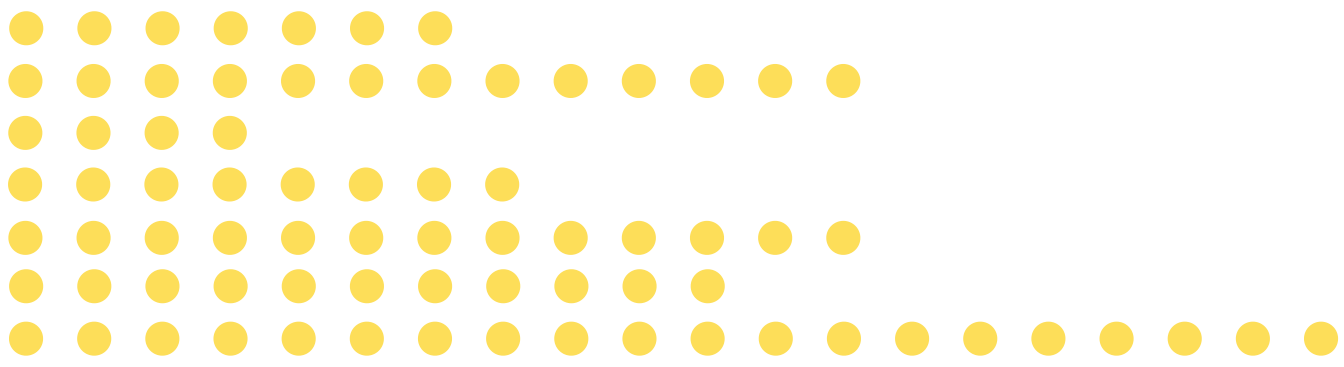


JANUARY 2020

PURPLERUNWAY

2020 MEDIA KIT



***“WE GATHER TO HONOR THOSE WHO HAVE
SUCCESSFULLY OVERCOME TRAUMA FROM
DOMESTIC VIOLENCE AND INTIMATE
PARTNER ABUSE WHILE STANDING IN THE
GAP FOR THOSE STILL IN THE STRUGGLE.”***

-GIGI MCMILLAN



BRINGING TOGETHER STYLE + ADVOCACY



WHO WE ARE

Purple Runway is a nationally recognized annual fashion extravaganza designed to raise awareness and funding to support those who have endured domestic and intimate partner violence and are determined to overcome trauma and emotional distress.



OUR MISSION

By taking a collaborative approach, bridging the gap between conventional and unconventional methods, we empower people to take control of their recovery and turn victims into victors.



OUR VISION

To instill self-acceptance, worth, and confidence in survivors of domestic violence, sexual assault, and emotional abuse so they live happier and healthier lives.

ADVOCACY IN ACTION

Our unique platform works to further the education, awareness, and advocacy of men, women, and children in crisis along with being a voice to expand the Violence Against Women Act to include more services.

By partnering with local agencies, social workers, therapists, doctors, holistic leaders, mindset coaches, local police departments, and many others we are able to give survivors tools to establish boundaries and confidence for future self-sufficiency. Beyond the more clinical means of addressing trauma, we also advocate for and host workshops, events, and open conversations to explore holistic solutions to and prevention of the epidemic.

Purple Runway has donated over \$55,000 in time and resources for school backpack drives, court advocacy support, mentoring, and workshops to educate teens, women, and men on healthy relationships, self worth and how to identify signs of abuse.



IMPACT + REACH

♥ **MORE THAN 445 CHILDREN
2000 WOMEN + MEN IMPACTED.**

♥ **297,000 MEDIA
IMPRESSIONS**

♥ **OUR AUDIENCE IS
COMPRISED OF 75% WOMEN
WITH A MEDIAN AGE OF 45 +
25% MEN AT A MEDIAN AGE
OF 35.**

♥ **DIGITAL FOOTPRINT**

Website | <http://www.purplerunway.com>

Facebook | @PurpleRunway

Instagram | @Purple.Runway

***TOGETHER
WE CAN***

SPONSORS + SUPPORTERS

- ACTS
- Carolina Herrera
- Change in Action
- Dennis Basso
- Dental Spa
- Examiner
- Fendi
- Georgetown University
- Getty Images
- Global Stress Initiatives
- InsideNova
- Lawrence Clothiers
- MAC
- Marc Jacobs
- Mercedes-Benz
- Michael Kors
- Modern Luxury DC
- National Coalition of 100 Black Women
- National Network to End Domestic Violence
- Patch
- Purple Purse
- Roberto Cavalli
- Rosendorf/Evans
- Saks Fifth Avenue
- SOAR Community Network
- Springfield Town Center
- Stewart Commercial Realty Services
- Sugar Rim Bar
- Suited for Change
- The Fur Salon at Saks Fifth Avenue
- The Georgetown
- Washington Parent
- Women Giving Back
- Women's Center

LOVE + COMMENDATIONS

WOMEN GIVING BACK

“WGB was honored to be named a Community Champion at Purple Runway (...). Thank you to the Founder of Purple Runway, Gigi McMillan, for giving nonprofits like us a platform to raise awareness for the growing need for services to support domestic violence survivors. We are extremely grateful!”

J. KARAS - SAKS FIFTH AVENUE AND THE FUR SALON

“Raising money for Purple Runway today means greater opportunity for us. If we want victims to speak up, we need to be able to open the door and let them in.”

CINDY SOUTHWORTH - NNEDV

“Purple Runway is reclaiming space (from domestic violence) to create social change through advocacy.”

SENATOR TIM Kaine (VA)

"...I commend Purple Runway for working to prevent domestic violence and improve the lives of those affected by it."



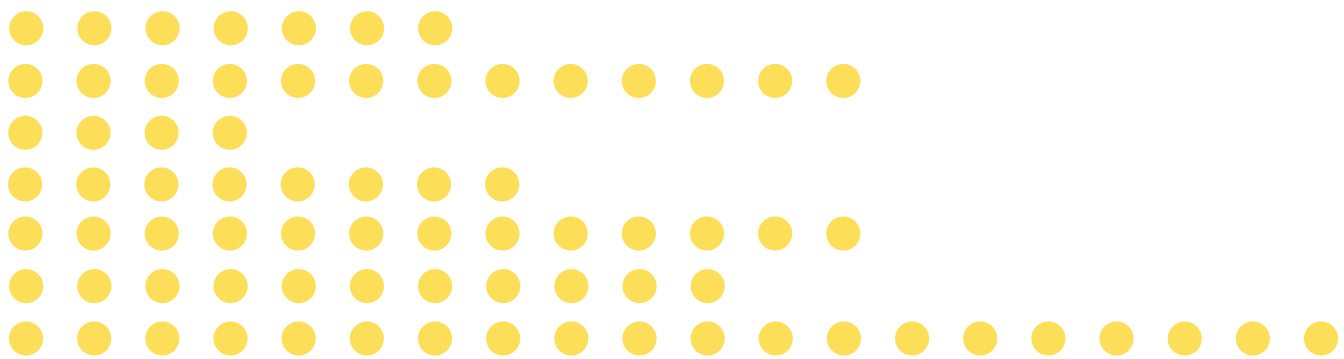
MEET THE FOUNDER

GIGI MCMILLAN

Gigi McMillan is the Founder of Purple Runway, and a survivor of childhood sexual assault, domestic violence, and intimate partner abuse. Her personal experience with these life-changing events inspired her to teach other survivors how to take their life back by increasing their self-worth and confidence through setting boundaries and celebrating themselves the inside out.

In 2018 Gigi was recognized by Path to Purchase, Women of Excellence alongside 95 other women leaders around the nation. She serves as a member of the Prince William County Chapter of National Coalition of 100 Black Women and sits on several of their committees including domestic violence advocacy and mental health awareness. She was also a long-term board member of the ThinkPositive organization and continues to be a mentor to young girls in her community.

Gigi is dedicated to advocating for an increase in mental health wellness and awareness within high schools surrounding wellness to avoid depression.



CONTACT INFO

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