

W.E.L.L.

Women Empowered and Loving Life



Dear Local Business,

March 2011

My name is Brittany Whittenberg. I'm founder of W.E.L.L. (Women Empowered and Loving Life). We're a group of women and male feminists working to enrich our community. Since W.E.L.L. was founded in November of 2010 we have mostly worked in New Orleans, although we have members across the country and a handful outside the USA. We create free or low-cost programs such as book clubs, a poetry workshop, stitching circles, and programs for parents. We're currently working with the Algiers School System to get a free book club/writing workshop and a free chess club in the New Orleans public schools. In February we produced a Vday play to raise awareness about women in prison, raising a total of \$364 for Beyondmedia Education. This is only the beginning of our work.

I'm writing to you today about our upcoming "W.E.L.L. Clothesline Project 2011", which is set for Saturday April 30th, 2011. The Clothesline Project is a national campaign to raise awareness about violence against women. The idea is that members of the community decorate blank t-shirts with messages to inspire and encourage survivors of abuse. It can be a powerful experience for everyone involved, especially those survivors who will be making their first public stand about their abuse

That is where you come into the picture. Because this is a community event, I am reaching out to various companies and groups that work with women specifically to try and expand the attendance for the event. It is free to attend, and there have been a number of donations in order to make it free for those without resources to make shirts. If you would be so kind as to display the attached flyer on your employee board, email it out, or post it in your lobby, it would be greatly appreciated.

Ending violence against women starts with ending the taboo against speaking out about the violence that women have endured. You are now a vital part of that. Just by passing along the information on this event, you have made a stand to end sexual violence against women. You are standing by those who have survived and confirming that they were not at fault. I cannot thank you enough for being part of this wonderful project.

For more information about the Clothesline Project, making a donation, or other W.E.L.L. projects, please visit our website at womenempoweredandlovinglife.weebly.com. Thank you for your work in helping women in our community.

Sincerely,

Brittany Whittenberg