

# What is #SafeWithMe?



## THE MISSION

*It's time to start a revolution, but this time it should be one of kindness and acceptance. It's time to unite as we never have before, stand with one another shoulder to shoulder and let the leadership of America know that we will not be silent. We will not fight each other any longer. Instead we will focus on the enemy that oppresses us all, and will not accept a life lived with less than the full rights we deserve as human beings and Americans. As a marginalized people, we will unite and when we do, our voices will finally be heard!*

## MORE ABOUT THE MOVEMENT

The 2016 election was some of the ugliest examples of politics that this country has seen in quite some time. As a reaction to that and the subsequent appointment of Donald Trump to the Presidency, Artist Marketing has begun the #SafeWithMe movement. What began as a simple statement using the "Safety Pin" movement in the UK after the Brexit vote has snowballed into so much more.

We believe that the time for a revolution has come. But this time it should be one of kindness and acceptance. It's time to unite as we never have before, stand with one another shoulder to shoulder and let the leadership of America know that we will not be silent. We will not fight each other any longer. Instead we will focus on the enemy that oppresses us all, and will not accept a life lived with less than the full rights we deserve as human beings and Americans. As a marginalized people, we will unite and when we do, our voices may finally be heard!

What began as a pin that was only one size then grew into a variety of products available on Cafepress and Etsy.

## HIGHLIGHTS

And most recently Artist Marketing was incredibly honored and excited to have been asked to provide #SafeWithMe pins as bag-stuffers for the 2nd Annual Define American Film Festival in Charlotte, NC. Define American is a non-profit media and culture organization that uses the power of story to transcend politics and shift the conversation about immigrants, identity, and citizenship in a changing America. We sent off 100 pins and postcards, and are grateful for the opportunity to be able to participate in a small way in this event!

# THE #SAFEWITHME FLAG

Each color that was chosen to represent the various marginalized groups included in the #SafeWithMe pins and flag was well-researched and intentionally thought out. Here are the meanings behind each color:

**GREEN** is for **THE MUSLIM COMMUNITY**: The color green has a number of traditional associations in Islam. In the Quran, it is associated with paradise. In the 12th century, green was chosen as dynastic color by the (Shiite) Fatimids, in contrast to the black used by the (Sunnite) Abbasids.

**PURPLE** is for **THE TRANSGENDER COMMUNITY**: The stripes at the top and bottom are light blue, the traditional color for baby boys. The stripes next to them are pink, the traditional color for baby girls. The stripe in the middle is white, for those who are intersex, transitioning or consider themselves having a neutral or undefined gender. The pattern is such that no matter which way you fly it, it is always correct, signifying us finding correctness in our lives.

**BLACK** is for **THE AFRICAN AMERICAN COMMUNITY**: The Black Liberation Flag, also known as the Afro-American Flag, Pan-African Flag, and the UNIA Flag, is a symbol of African and African-American unity and pride. In the 1960s this flag became a symbol of Black liberation in the United States. This design was first adopted in 1920 as the official banner of the African Race at a meeting of the Universal Negro Improvement Association and African Communities League (UNIA) held in New York City.

**YELLOW** is for **THE NATIVE AMERICAN COMMUNITY**: In our research, it appeared that yellow was a color of significance that crossed many of the tribal boundaries, and so we thought it was the most appropriate.

**BROWN** is for **THE IMMIGRANT COMMUNITY**: The colors brown and blue, represent common entry points of immigrants traveling to a new country, over land, through the air, or via waterway. The bottom of the ribbon's edges are in the shape of an arrow signaling movement, arrival, and transformation.

**TEAL** is for **SURVIVORS OF SEXUAL ASSAULT**: Supporters of sexual assault awareness seek to educate people about the resources available to them if an assault occurs as well as information on how to reduce your risk of an attack. Sexual Assault Awareness is represented by the color teal.

**SILVER** is for **PEOPLE WITH DISABILITIES**: This color is a symbol awareness of brain disorders and disabilities. Also, for children with disabilities and Parkinson's disease, as well as disabilities resulting from injuries or birth trauma, schizophrenia, Huntington's, epilepsy, depression, etc).

**ORANGE** is for **REFUGEES**: The flag was imagined by Yara Said, an artist and Syrian refugee now living in Amsterdam. She used black and orange to represent the color of life jackets worn by refugees when making dangerous sea crossings.

**RED** is for **THE LGBTQ+ COMMUNITY**: This one we don't have a quote for, but as our founder is a lesbian, we felt comfortable letting her assign a color to her own community. She says, "For years the red ribbon was used to bring awareness to the AIDS epidemic, and while this disease was never a 'gay disease' it was portrayed that way by most in early days. The red ribbon became as much a symbol of our community as the rainbow flag is, and by using red to represent the LGBTQ+ we honor those we lost."

**PINK** is for **WOMEN**: [Pink] is associated with female essence of life. It is viewed as red rendered mild and gentle and therefore associated with tenderness, calmness, pleasantness, and sweet.



NO MATTER WHO YOU ARE, YOU ARE

*#SafeWithMe*

## WHAT CAN I DO?

You may be wondering what you can do to spread the word about this movement. Here are a few suggestions:

- ✓ Download and give this information sheet to a friend.
- ✓ Take a selfie, post it on Facebook, Instagram, Twitter, Snapchat or any social media outlet using #SafeWithMe. And while you're at it, post it to our Facebook page too ([www.facebook.com/youRsafewithme](http://www.facebook.com/youRsafewithme))!
- ✓ Visit our website for information on how to find gifts for your friends and family with the #SafeWithMe pin and flag design on it.
- ✓ Most importantly, TALK ABOUT AND LIVE IT! Your life can be the ray of hope people need to see!