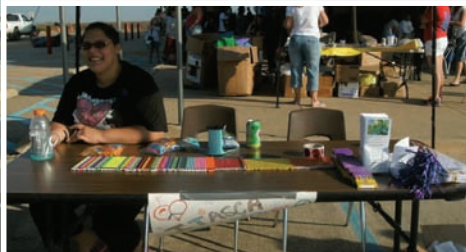


FALL 2010 NEWSLETTER

Acting for Change and Equality!



River Road PEACE Project - Amarillo



Retro Love Itasca PEACE Team - Itasca



The Challenge - Fannin County

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Texas PINK Out a Huge Success

By Ted Rutherford

On Nov. 15-19, people across the state of Texas wore or displayed something pink as a means of challenging gender stereotypes and homophobia. In its first year as one of the Texas PEACE Project official statewide events, the Texas PINK Out served as a vehicle for thousands of Texans (and others) to deliver the loud and clear message that “all people deserve to be treated with dignity and respect regardless of how we look, what we believe, how we act or who we love because people are people.”



Youth activists, and their adult allies, found many ways to participate in the Texas PINK Out. Some simply wore something pink to school or work.

Others replaced their social network profile pictures with something pink. Some even distributed printed cards like the one pictured above. I am sure there were other ways that we didn't even hear about. Regardless of what the participation looked like, one thing is for sure - the level of participation far exceeded our expectations.

Perhaps the most remarkable thing about this year's Texas PINK Out is the way information about the event spread. The event was almost exclusively promoted through an event page on Facebook and through the Texas PEACE Project [Facebook](#) page. The event page was created in Mid-October and a link was posted on the TPP Facebook wall. That link was shared over and over again by you and your friends. By the [continued on page 2]

Looking Ahead

By Ted Rutherford

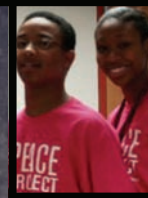
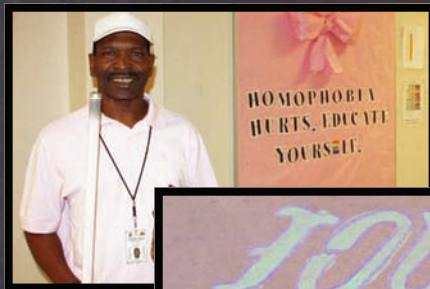
Just the other day I was sitting back in my office chair. I was thinking about how nice it is now that things have settled down a bit here at the Texas PEACE Project. If you didn't know, the last five months or so have been crazy...like barely catch your breath crazy. After the 2010 Texas PEACE Summit, we came back to the office and began to work on what is now known as the [Youth Action Kit](#) - the “instructions” for participating in the four statewide activities that peer educators developed during the Summit. In addition, we created the [Adult Ally Guide](#) to assist the adults who want to support our peer educators. Add to that the Texas PEACE Festivals, the “You've Been TPP'd” membership drive and the Texas PINK Out and you can see that we barely had time to just sit back and take it all in.

So that is what I was trying to do here in my [continued on page 2]

[continued from page 1] time the event ended, nearly 900 people indicated they were participating. That is nearly double the number of “likes”, or fans, we have on our Facebook page. That tells me that there were lots of new people being introduced to the Texas PEACE Project and its mission. Many of those people went on to become fans themselves and now support our mission. In fact, on Oct. 13 (the day the Facebook event was created) the Texas PEACE Project had 446 “likes”. In the 8 week period after posting the event, the number of “likes” increased to 574. That is nearly a 29% increase! During the 8 week period prior to posting the event, the number of “likes” grew by 14%. Looks like people heard you and liked what you had to say!

However, our work is not done. Think of this as a start to the conversation about gender stereotypes and homophobia. We all worked hard to get everyone’s attention and now they are listening. It is what you say and do from here on out is what will determine the real impact of the 2010 Texas PINK Out. Keep this momentum rolling and SAY YOUR PEACE!!!

2010 Texas PINK Out Pics



[continued from page 1] office chair—just take it all in. And then, it hit me. The next statewide activity was just around the corner (mid-February)! And then something else hit me. The holidays are going to eat up a big chunk of that time—AAAAAAAHHHHHHH! I immediately fired up my trusty laptop and did the first thing that came to mind. I wrote this article.

So—consider this a well-timed heads up. “A PEACE of ART” is happening in February and it requires some planning and creativity on your part. Don’t wait until it is too late to put it together. Take a look at the Youth Action Kit for some ideas on making your event a success. Now go! Go, go, go!!!

Don’t have the Youth Action Kit? [CLICK HERE!](#)