

# Go Purple with the Herren Project | Overview

## What does it mean to Go Purple?

Going Purple is a movement by students and community that spreads awareness about the dangers of substance use. Working toward breaking the stigma of addiction, supporting people in recovery and encouraging healthy decision making to navigate life's challenges. The Go Purple movement was started by the Herren Project, a non-profit foundation established by former professional basketball player, Chris Herren, that assists individuals and families struggling with the disease of addiction.

## When did the Go Purple movement start?

The Go Purple movement took shape after Chris Herren spoke at a local high school in 2011. In the front row a group of students were wearing purple shirts. After Chris shared his story, one of those students raised her hand and said, "Thank you Mr. Herren for validating what we do. We are the sober students of this high school and each year we choose to not use drugs or alcohol." Chris was captured by the courage it took to stand up and share the symbolism of the purple shirts. He was inspired by their courage to make a difference for adolescents across the United States. The Go Purple light first shown bright on April 24, 2012 in the City of Boston to bring awareness to the issue of substance abuse. The Prudential Tower, State House and many landmarks were lit purple in support.

## Why should we bring the Go Purple movement to our school and community?

Going Purple empowers youth and the community to come together and make a difference to learn healthy coping skills, support others in recovery and live a life without drugs and alcohol. Going Purple gives students and the community motivation and support as they embrace a message that they do not need drugs and alcohol to meet life's challenges; they are perfect the way they are. As Chris Herren has stated in his message, "This is about more than drugs and alcohol. This is about struggle. And every kid here knows a little bit about it, some more than others." Going Purple motivates students to learn to deal with their struggles in a healthy, substance free way, by encouraging students to ask for help, support one another, talk openly and pick each other up when they are struggling.

## We want to Go Purple! Now what?

Start with the 10 steps to Going Purple. Register your school or community, develop a student club or community leaders to spearhead the movement, print out flyers, brainstorm fun "Purple" activities, organize a kick off week, get some cool Go Purple swag, partner with your local government and most of all have fun! Empower your students and community to be the healthy change you want to see in the world and Go Purple!

## Additional questions or help?

Please Contact:

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