



THE PURPLE CAMPAIGN

**Black History Month
Honorees // February 2019**

Rosa
Parks

Mechelle
Vinson

Anita
Hill

Tarana
Burke



Rosa Parks

Founder of the Committee for Equal Justice (1944)

Rosa Parks

Rosa Parks is best-known for refusing to move to the back of the bus. What many people don't know is that she was also sent by the NAACP to investigate the rape of Recy Taylor. In this role, Parks fought for the due process of Taylor's case, launching the Committee for Equal Justice for the Rights of Mrs. Recy Taylor.

The Committee brought national attention to sexual assault of black women that was widespread throughout the South.





Mechelle Vinson

Plaintiff, Meritor Savings Bank v. Vinson (1986)

Mechelle Vinson

In 1978, Mechelle Vinson was fired from her job at Meritor Savings Bank, after refusing to comply with her manager, Sydney Taylor's, unwanted sexual advances. Mechelle then filed a lawsuit against Taylor and the bank, leading to the landmark Supreme Court case that legally redefined workplace sexual harassment: for the first time, sexual harassment was a form of illegal sex-based discrimination.

Mechelle paved the way for generations of women to come forward and say that their bosses' actions created hostile work environments. We honor her for bravery and advocacy.





Anita Hill

Professor, Lawyer, Author & Activist

Anita Hill

In 1991, Anita Hill boldly and bravely shared her personal experience with sexual harassment during U.S. Supreme Court nominee Clarence Thomas's confirmation hearing. In the face of numerous personal attacks questioning her motives and her character, Hill refused to back down and stuck by her story.

Her commitment to sharing the truth and standing up for herself started a wave of increased awareness around workplace sexual harassment and led to the enactment of the Civil Rights Act of 1991.

Anita Hill helped set the stage for the #MeToo movement to come years later. We honor her for her courage and strength.





Tarana Burke

Founder of the Me Too Movement

Tarana Burke

In 1997, Tarana Burke sat across from a 13-year-old girl who confided in her that she had been sexually abused. The experience left Burke speechless: “I didn’t have a response or way to help her in that moment, and I couldn’t even say ‘me too’.” It is in this moment that the Me Too Movement was born.

Since October of 2017, more than 12 million people have said “Me Too.” These two words have created a shared experience between millions of people around the world and have served as a catalyst to address the systemic problem of sexual violence. Thank you Tarana Burke for your vision, leadership and dedication to making sure that all people have an ability to speak their truths and to take action against sexual violence.

