



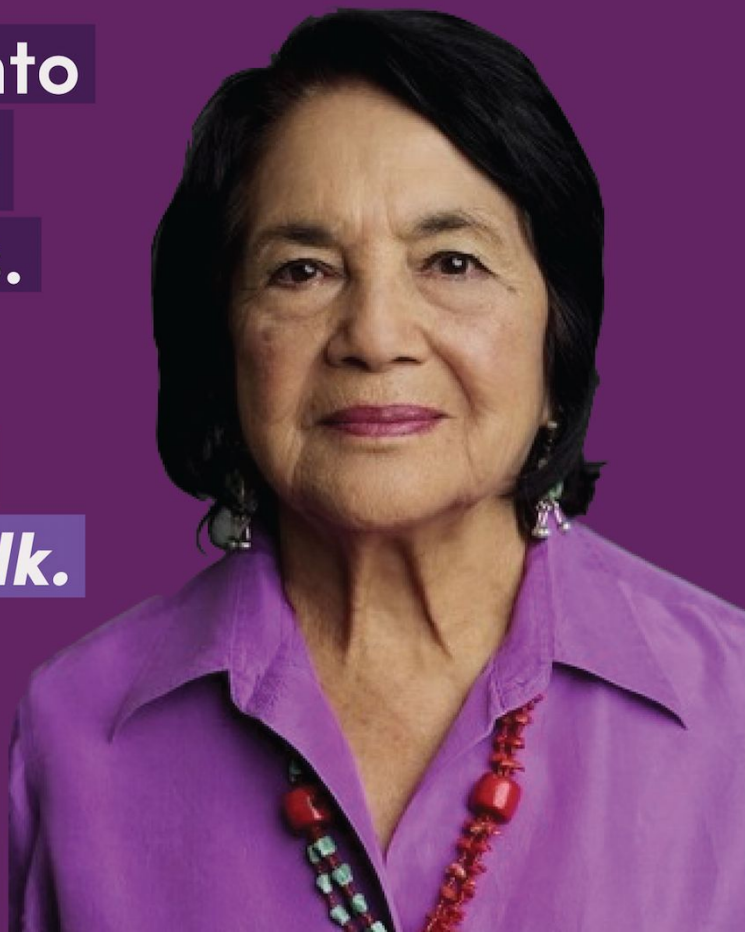
# **THE PURPLE CAMPAIGN**

**Women's History Month  
Honorees // March 2018**

“  
Walk into  
history  
with us.

Get  
off the  
sidewalk.

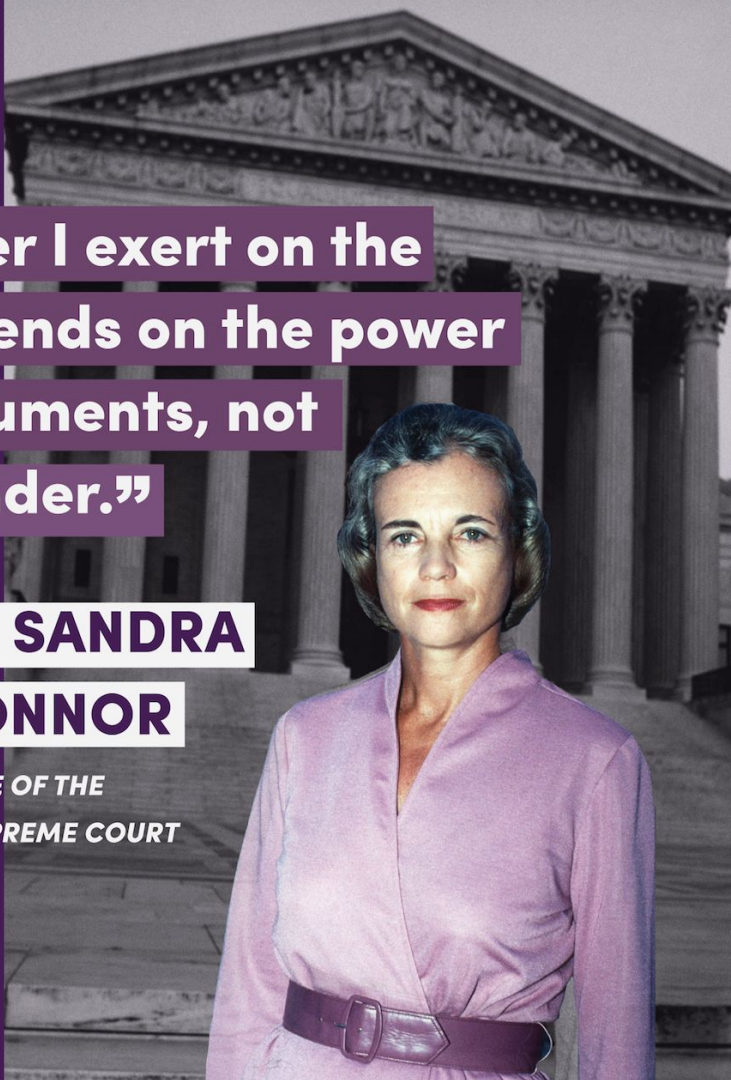
”  
– Dolores  
Huerta



## Dolores Huerta

As the mother of the phrase “¡Sí Se Puede!” – Yes, We Can! – Dolores Huerta has stood on the front lines of the fight for labor rights, women’s rights and human rights for over four decades. Inspired by her experience as a school teacher in California’s farm working community, Huerta co-founded United Farm Workers, where she forged the path to one of the most transformative labor movements in U.S history. Recognizing the unique challenges that women laborers faced, Huerta made the fight against sexual harassment central to her fight for workers’ rights, all while bringing issues of sexism, racism and parity to a national conscious.

At the age of 88, Huerta’s activism remains steadfast. We honor her undying spirit for progress and fearless organizing that changed the lives of millions of farm workers, immigrants and women across the country.

A portrait of Justice Sandra Day O'Connor, a woman with short, wavy brown hair, wearing a light purple long-sleeved top and a dark purple belt. She is standing in front of the United States Supreme Court building, which features classical columns and a pediment with a relief sculpture. The image is partially overlaid by purple text boxes on the left.

**“The power I exert on the court depends on the power of my arguments, not on my gender.”**

**- JUSTICE SANDRA  
DAY O’CONNOR**

**ASSOCIATE JUSTICE OF THE  
UNITED STATES SUPREME COURT  
(1981–2006)**

## **Justice Sandra Day O’Connor**

Nearly 30 years before Sandra Day O’Connor made history as the first female justice appointed to the Supreme Court, she was rejected by over 40 law firms because of her gender. “No one had ever hired a woman before as a lawyer and they were not prepared to do so,” said Justice O’Connor. In the course of her 24-year tenure on the Court, she served as an influential voice on the bench, oftentimes casting the key vote in many 5-4 decisions. In a 1993 landmark ruling, Justice O’Connor secured greater legal protections against workplace sexual harassment by striking down barriers that had prevented employees from seeking due process, as well as broadening the legal definition of hostile work environments.

We honor Justice Sandra Day O’Connor for not only opening the door to more female justices on the Supreme Court, but for inspiring generations of women to fearlessly enter the legal profession.

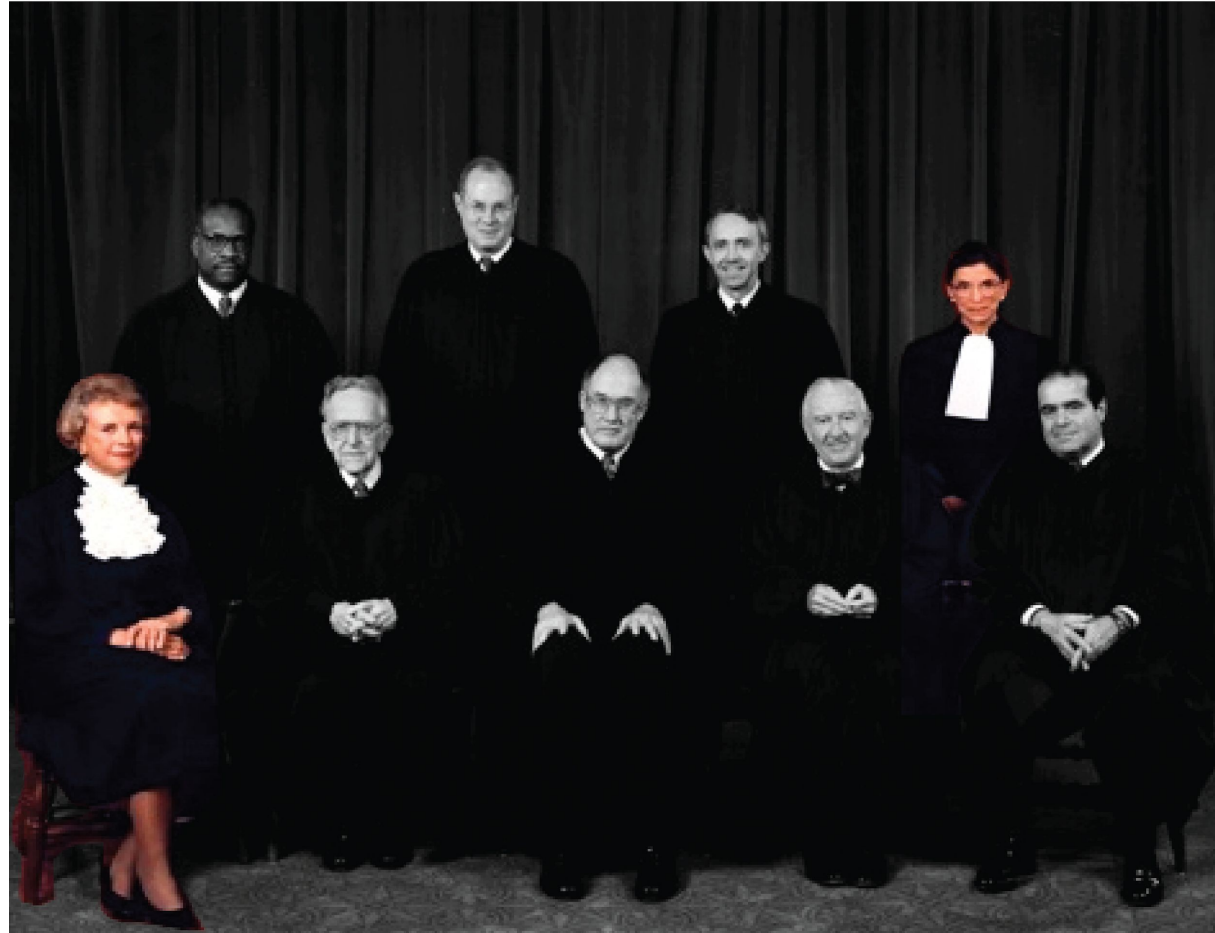
# How Justice Sandra Day O'Connor Changed the Supreme Court



The Female Justices of the  
Supreme Court

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**Justice  
Sandra Day  
O'Connor &  
Justice Ruth  
Bader Ginsburg**





The Female Justices of the  
Supreme Court

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# Justice Ruth Bader Ginsburg & Sonia Sotomayor



The Female Justices of the  
Supreme Court

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**Justice Ruth  
Bader Ginsburg,  
Justice Sonia  
Sotomayor, &  
Justice Elena  
Kagan**





**“It’s not about a viral  
campaign for me.  
It’s about a movement.”**

**- 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. Nearly a decade after the conversation, Burke mobilized the “Me Too” movement into Just Be Inc, which helped shape her life-long mission to empower girls and women who have experienced sexual misconduct.

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.



**“I do know one thing about me: I don’t measure myself by others’ expectations’ or let others define my worth.”**

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## **JUSTICE SONIA SOTOMAYOR**

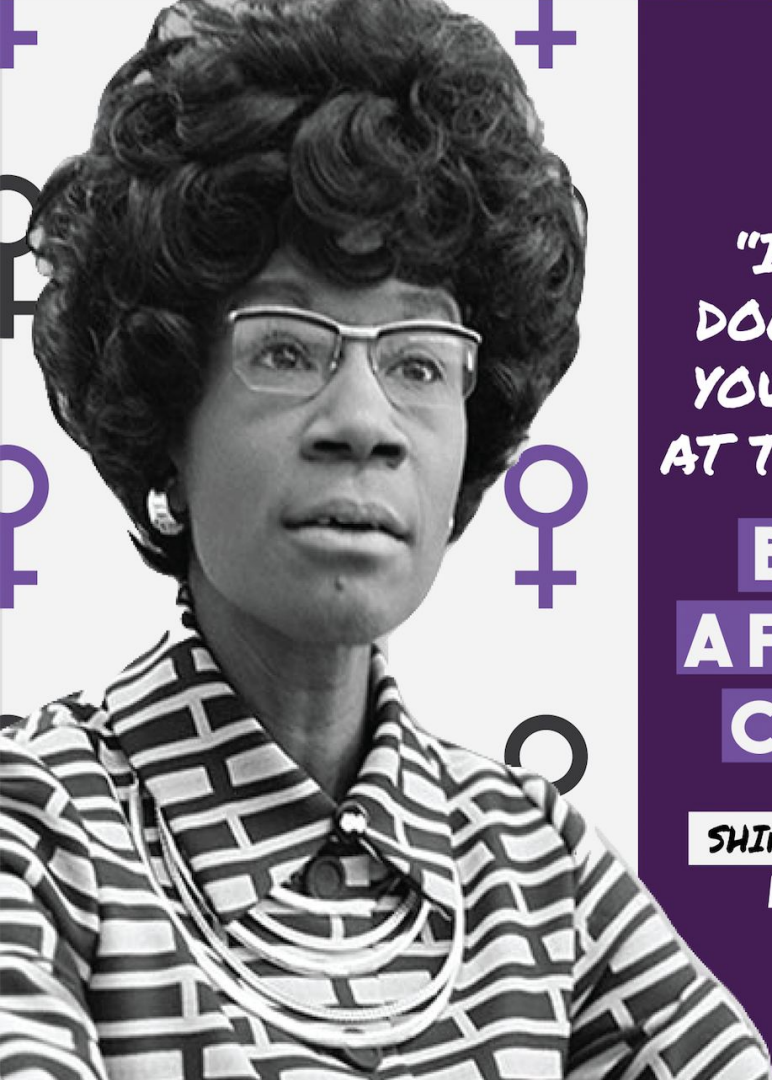
**First Latina and third woman to serve on the Supreme Court**



## **Justice Sonia Sotomayor**

Born in the Bronx to immigrant parents, becoming a judge was a childhood dream for Sonia Sotomayor. On August 8th 2009, she became the first Latina and third female justice confirmed to the US Supreme Court in its 220-year old history. Justice Sotomayor’s lifelong commitment to equality, justice and opportunity for all under the law has helped change the Court’s perspective on some of the most important issues facing our country.

Both on and off the bench, Justice Sotomayor’s relentless optimism, backed by her own success story, continues to steer generations of women towards progress and personal achievement.



**"IF THEY  
DON'T GIVE  
YOU A SEAT  
AT THE TABLE,**

**BRING  
A FOLDING  
CHAIR."**

**SHIRLEY CHISHOLM**

**1924-2005**

## **Shirley Chisholm**

Meet Shirley Chisholm, the first African American woman elected to Congress and the first woman and African American to seek the nomination for president of the United States. Both of her historic runs expanded what people across the nation thought was possible and defied the longstanding idea that women should wait their turn.

Chisholm's outspoken advocacy and courage inspired generations of women and minorities to run for office and to make their voices heard. We celebrate her for demanding a seat at the table and for encouraging others to do the same.



**SUSAN B. ANTHONY +  
ELIZABETH CADY STANTON**

**1820-1906; 1815-1902**

## **Susan B. Anthony and Elizabeth Cady Stanton**

In 1851, Elizabeth Cady Stanton met Susan B. Anthony on a street corner in Seneca Falls. This introduction launched a partnership, and soon after friendship, that would forever leave a mark on American history. As pioneers of their time, the two women fought to secure the franchise for all women. Beyond the ballot box, Stanton and Anthony worked to overcome many obstacles facing women at the time, including racism, economic oppression and sexual violence.

Through years of tireless campaigning, speech-making and demonstration, Stanton and Anthony blazed the trail for generations of women to fight against discrimination and inequality in all forms. We honor their legacy and uncompromising commitment to progress.