



October 13, 2011:
Speech for Joe Campbell

Press Release: **Don't Be That Guy** Campaign

I feel privileged to be a part of the “Don’t be that guy” campaign as I see it as a way for guys to be able to speak up on the issue of sexual assault. We all have a stake in ending violence against women. We all have women in our lives that we care about – our friends; girlfriends; sisters; moms; daughters; and wives, and we don’t want to see them live in a society that normalizes their victimization.

We also know that most men will never commit sexual assault in their lifetime, yet sadly, we know that it’s the guys who are responsible for the huge majority of sexual assault offences.

Because of that, it is us guys who need to join women as allies in the struggle to end sexual assault simply by changing the way we act and speak about women. We need to become part of the solution.

When I see the “Don’t be that Guy posters” and message, I am not offended by them, as I know I am not that guy, but sadly, I do see that guy almost every where I go.

Our vision for this campaign is to engage young men and women and have them redefine the way they think about alcohol related sexual assault; to learn the laws of consent, and to reevaluate where responsibility should lie. We are hoping that this campaign gets people talking, as we all have something to gain from creating a culture where we can talk openly and honestly about consent.

This campaign has inspired me to make a difference in my own circle of influence, and I am hoping that other guys will want to make a difference in theirs too.

Let’s be THAT guy!