

## **Introduction To The Turban Day Package**

More than 700 hate crimes against Sikhs have been recorded since 9/11, including the mass shooting of a Sikh congregation in Oak Creek, Wisconsin in August of 2012. The trend of hate violence against Sikh Americans highlights the need for proactive efforts that address the problems of prejudice and increase awareness about Sikhi. *Turban Day* is a unique and engaging event that addresses this need by inviting individuals to try on turbans, to learn about the Sikh faith and identity, and to interact with Sikhs in a positive way. These experiences help demystify the unique Sikh identity and challenge negative stereotypes that have grown exponentially over the past 15 years.

*Turban Day* has been successfully conducted in public settings around North America, including university campuses, cultural festivals, and city centers. A key aspect of the event's success is its ability to communicate a significant message through a uniquely memorable experience. By inviting fellow students, faculty, and community members to have a turban tied on them, the event provides a safe setting where participants can cross cultural boundaries.

**The Surat Initiative has produced *The Turban Day Package* to provide high-quality, standardized materials for those that wish to run this event on their campus or in their local community.** This package includes a number of useful and shareable resources that will help ease the workload from start to finish: a user's guide containing best practices, a fundraising pitch for university committees, a customizable advertisement to spread the word about your Turban Day, informational flyers on Sikhi to hand out at your event, and a media guide to help you connect with local newspapers and television. **In addition to these resources, The Surat Initiative has committed to a \$100 starter donation for groups hosting a Turban Day in their local community.**

Further, *The Turban Day Package* is being distributed amongst colleges and university campuses throughout the United States. **This is an opportunity to connect your group with our large network of young Sikhs - share your photos on our Facebook page at [www.Facebook.com/SuratInitiative](https://www.facebook.com/SuratInitiative), Tweet #TurbanDay @SuratInitiative on Twitter, and use your Turban Day to meet new people across the country.**

We hope that you are able to use *The Turban Day Package* to spread awareness and deepen appreciation of Sikhi across cultural boundaries, and we look forward to seeing what your team creates!

### **The Surat Literacy Project Team**

#### **About The Surat Initiative**

The Surat Initiative is a 501(c)(3) non-profit organization focused on education. The Surat Initiative aims to provide innovative educational materials and educational advocacy on key issues pertaining to the Sikh community.