

# LIPSTICK

LADIES INVOLVED IN PUTTING A **STOP** TO INNER-CITY KILLING



LIPSTICK  
FEATURED IN  
  
MAGAZINE

- 46.6 million readers  
worldwide  
- the largest  
audience of any  
American magazine

## EMPOWERING WOMEN TO REFUSE TO BE USED TO TAKE A LIFE





In most urban shootings,  
men are pulling the trigger.  
But women are supplying many of the guns.



# THE IRON PIPELINE

How **Women** are Used to Bring Guns Into Inner Cities



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SUFFOLK COUNTY  
DISTRICT ATTORNEY  
MASSACHUSETTS



DANIEL F. CONLEY

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## DA Conley Joins in Operation LIPSTICK Campaign to Reduce Gun Violence

BOSTON, Feb. 25, 2014—Suffolk County District Attorney Dan Conley today joined anti-violence activists, city leaders, and law enforcement officials to announce an advertising campaign on the MBTA that's geared toward reducing access to illegal firearms.

Conley spoke at Ruggles station with Boston Mayor Martin J. Walsh and City Councilor Ayanna Pressley, Boston Police Commissioner William Evans, Transit Police Chief Paul MacMillan, the mothers of homicide victims Warren "Danny" Hairstorn and Steven Odom, and others in support of Operation LIPSTICK – Ladies Involved in Putting a Stop to Inner-City Killing. Before a crowd of commuters and flanked by placards showing the new advertisements, he delivered the following remarks:



From left to right: Suffolk County District Attorney Dan Conley

"Just last week, Boston Police arrested a 28-year-old man and an 18-year-old young woman during a drug investigation downtown. The young woman was carrying a large amount of crack cocaine and a semiautomatic handgun loaded with 14 rounds of ammunition. And what was the man carrying? \$1,900 in cash. That's right – he took all the money and she took all the risk. Based on his record and the officers' observations, we have no doubt that it was his gun and his criminal enterprise, but she's looking at prison time for possession of a high-capacity firearm.

"In another case from last year, Boston Police received information that a young man with a violent record was carrying an illegal firearm. They located him with his younger sister, spoke with both of them, and came to find that the sister was carrying a loaded handgun in her purse. Because of the information the officers had received, as well as the young man's record, it was their belief – and ours, as prosecutors – that



LIPSTICK has helped reduce gun crimes by women in Boston 33%.

District Attorney  
Dan Conley



# L.I.P.S.T.I.C.K.

Lies solve g a

TRAFFICK JAM

TRAFFICK JAM  
STOP GUN TRAFFICKING

MEET THE LIPSTICK LADIES

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## MEET RASHANDRA RILEY

The Woman Who Inspired LIPSTICK

Who was she?



At 21 years old Rashandra Riley was an Ohio college scholar on the dean's list and a cheerleader

What did she do?



In 2002, she was arrested after straw purchasing 40 guns from an Ohio gun store for a classmate who could not buy the guns himself

What did it cost her?

She was CONVICTED of a FELONY

(to counts): One (1) or Two (2) of the information...  
 ...tendere to count(s) \_\_\_ which was accepted by the  
 ...ty on count(s) \_\_\_ after a plea of not guilty.  
 ...e defendant is adjudged guilty of such count(s), which

**Nature of Offense**  
 and **MAKING FALSE STATEMENTS & REPRESENTATION IN RELATION TO THE PURCHASE & TRANSFER OF FIREARMS**

Rashandra Riley testifies before Congress



Rashandra Riley is now a **LIPSTICK Lady**

Today Rashandra is LIPSTICK's Director of Outreach to Incarcerated Women

She helps women turn a painful past into a way to protect other women and girls



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Operation LIPSTICK in the beauty salons

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Thousands of women have taken the LIPSTICK Pledge:  
 "I refuse to be used"



## LIPSTICK

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Take the **LIPSTICK** Pledge  
 I will not be used to take another person's life.  
 I pledge not to buy, hide or hold guns for someone else.

Name

Email

Phone

*I seal this pledge with a KISS*





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Raising awareness for millions of girls



LIPSTICK is featured in People Magazine not once, but twice this month, and as a result we've gained a matching grant to expand to more cities



How an Honors Student Was Manipulated Into a Gun Trafficking Ring — and Now Fights to Save Others  
One woman's experience highlights a loophole that lets traffickers put guns on the street. Inspiring Operation LIPSTICK's effort urging women to say no to buying...

PEOPLE.COM

LIPSTICK featured in People Magazine  
46.6 million readers worldwide – the largest audience of any American magazine



Warren "Danny" Hairston  
1986-2007

## The Warren Daniel Hairston Project

We educate, support, and serve families on both sides of gun violence to break cycles of violence and victimization

Founder/Executive Director  
Ruth Rollins

“Your past doesn't have to define your future.”

[ruthrollins@comcast.net](mailto:ruthrollins@comcast.net)

Cell: (617) 818-1477

[www.wearebetter2gether.org](http://www.wearebetter2gether.org)

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Women helping women keep guns off the streets

