

Stop violence against women, girls by [brenda ch](#) AND [#8217;ng](#)



In this together: (From left) Koh, Balraj, Dr Jeyakumar, Ho, Lim, Darren Leong from Excel SLA (M) Sdn Bhd, Saifuddin and Ikhsan donning the white ribbon.

DON a white ribbon, make a pledge and join a 7km run to help the All Women's Action Society (Awam) raise awareness on ending violence against women and girls.

Awam is calling on men to step up and join in the bid to end violence against women and girls.

Come Dec 8, men, women and children are encouraged to participate in a 7km or 3km walk starting from Padang Merbok at 7am.

Male participants are encouraged to use this platform to carry placards and take a stand against violence.

"Records show that 39% of women and children are victims of violence. We believe that there are more which are not reported like incest or domestic violence," said Awam president Ho Yock Lin.

She explained that for every reported case, there would be nine which go unreported.

Every four hours, at least one rape case is reported in Malaysia.

"What about those that are not reported? We have to make a change and get all men to stand up against violence towards women and girls," she said.

This White Ribbon Campaign is a movement commemorated globally and annually on Nov 25.

The campaign is aimed at breaking the silence on violence against women and children.

It began in 1991, when a group of men pledged their stand against violence towards women and girls in memory of a group of female engineering students who were murdered in Montreal, Canada.

It had a huge impact internationally to see men speaking up.

“It is now a worldwide campaign for men to speak up on behalf of their women and girls,” said Be Urban Wellness general manager Balraj Pannu.

Be Urban Wellness is one of the co-organisers of the run.

Balraj added that violence was not only physical but included verbal and emotional abuse such as threats and blackmail.

Agreeing with him was an event sponsor Pestle and Mortar Clothing representative Mark Koh who urged young men to take a pledge now.

“We are proud to be part of this campaign and we aim to get this message across to all youths,” he said.

Koh added that spreading the message among youths now would definitely have a huge impact in the future.

Another major sponsor was private equity investment firm Asiasons Group.

“Hearing about violence and reading about it keeps me up most nights as I fear for my wife and daughters,” said the firm’s managing director Datuk Jared Lim.

Also present at the launch were Sungai Siput MP Dr Jeyakumar Devaraj, Petaling Jaya MP Tony Pua, Global Movement of Moderates CEO Datuk Saifuddin Abdullah and Sogo Kuala Lumpur special events coordinator Ikhsan Ismail.

The participation fee is RM38 and participants who cross the finish line in each category will be given medals.

There will also be RM30,000 worth of lucky draw prizes and goodies to be given away.

All funds raised will be go to Awam. For details, call 03-7877 4221.