



## **2500 BREAK THEIR SILENCE ON VIOLENCE AGAINST WOMEN AT THE AWAM WHITE RIBBON CAMPAIGN RUN & WALK 2015 Men and boys pledge to end violence against women**

**Kuala Lumpur, December 7, 2014** – The All Women's Action Society (AWAM) held its second White Ribbon Campaign Run and Walk at Padang Merbok today. With 2500 participants, half of whom were men, AWAM successfully brought the issue of violence against women to the community at large.

"Every year, about 3000 women are raped in Malaysia. That means 8 women are sexually assaulted every day! This year itself, more than 4000 cases of domestic violence was reported to the police. In our experience, many more cases go unreported," said AWAM President, Ho Yock Lin, who flagged off the 7km run and 3km walk.

This year, AWAM kicked off the event with an interpretative dance led by dancer and choreographer, Nate Wong. The performance was a dedication to women who have suffered violence in their homes and set the theme of the event into motion perfectly.

The dance performance was followed by this year's special addition to the White Ribbon Campaign – the **Men In Heels: Walk A Mile In Her Shoes** event. Walk A Mile in Her Shoes was an opportunity for men to place themselves in women's shoes, to empathise with a woman's journey, and to engage with the issues of violence against women and girls. Approximately 30 men took part in this symbolic 100 meter walk before the flag offs of the walk and run.

The event was also graced by Malaysian National Laureate, Pak Samad, who recited a poem he wrote specifically for the event, entitled "*Ribbon Putih*".

The poetry recital was followed by pledges from AWAM's White Ribbon Campaign Ambassadors who took to the stage to deliver their messages. "From this day forward, I promise to be part of the solution in ending violence

against women. This should be the personal code of any civilised man," pledged Balraj Pannu, General Manager at BE Wellness.

"The White Ribbon Campaign aims to promote awareness to end violence against women. I would urge you to attend AWAM's workshop to understand how you can play a key role in supporting this cause." stated White Ribbon Campaign Ambassador, Kuhan Selvanathan.

At Padang Merbok, men and boys from all walks of life made their pledges never to commit, condone or remain silent about violence against women and girls. Along the route of the walk and run, were AWAM's messages about the issue, including, "A real man never resorts to violence", "Violence is never ever a choice a man should make" and "I believe that a healthy relationship should never involve fear".

"Our most sincere thanks to the many sponsors, staff, and volunteers who worked incredibly hard to bring this event to life. We believe that together, with everyone's support, we can break and silence and end the violence. " said Ho.

AWAM together with its supporters are determined to continue to champion for women's rights and bring an end to violence against women and girls. Through the White Ribbon Campaign, AWAM hopes to bring about greater awareness that violence against women and girls is a serious problem and that we collectively as a society need to be part of the solution to end this scourge.

The White Ribbon Campaign is the world's largest male-led movement to end violence against women. The movement was triggered by the tragic shooting and death of 14 female engineering students died incident in Montreal, Canada in 1989. The White Ribbon Campaign seeks to change attitudes and behaviours that lead to and perpetuate violence against women by engaging boys and men to lead social change.

Follow AWAM's events and activities at [www.facebook.com/AWAMMALAYSIA](http://www.facebook.com/AWAMMALAYSIA).

- ENDS -

## ***Notes to the editor***

### **Event details**

**Name of event:** White Ribbon Campaign Run and Walk 2014

**Date:** 7 December 2014

**Time:** 7.30am

**Venue:** Padang Merbok, KL.

**Registration fees:** RM45 per participant

### **Programme**

- 07:05 | Welcome Participants**
- 07:10 | Warm Up Session** (by Ian Cheong, Fitness Lifestyle Coach)
- 07:20 | Dance Performance by AWAM White Ribbon Campaign Ambassador**  
(Nate Wong, Dancer/Choreographer)
- 07:30 | Launch of White Ribbon Campaign - Men in Heels: Walk A Mile In Her Shoes event**
- 07:45 | Opening Speech by President of AWAM** (Ho Yock Lin, AWAM's President)
- 07:50 | Flag off – 7KM Run**
- 07:55 | Flag off – 3KM Walk**
- 08:50 | The White Ribbon Campaign Quiz** (by Betty Yeoh, AWAM Project Director)
- 09:00 | Poem recital by A. Samad Said, Malaysian National Laureate**
- 09:10 | Messages from White Ribbon Campaign Ambassadors**
- Kuhan Selvanathan (White Ribbon Campaign Ambassador)
  - Gurdip Singh (student from Nottingham University)
  - Kong Eu (TraxxFM Radio Presenter)
  - Rajveer (student from Nottingham University)
  - Balraj Pannu (BE Wellness)
- 09:20 | Lucky Draw**
- 09:40 | Ends**

### **Sponsors**

Major league corporations that pledged their allegiance and support to speak out and stand up against violence towards women and girls include Maju Nusa Sdn Bhd, Prevosys (M) Sdn Bhd, Thiam Lai Yean Foundation, Pestle & Mortar Clothing, BlackBerry, KL SOGO, Sun Tent Sdn Bhd, Supahands, Curves Malaysia, Spritzer, Milo, Gardenia, Nestle Cornflakes, Hovid Berhad, Zuellig Pharma Sdn Bhd, SHAPE, Choong Hing Trading Sdn Bhd., Crystal Time (M) Sdn Bhd, LiveLife Sdn Bhd., Akemi Uchi, Optique Eyeworks, Worthy Book, Purple Box Sdn Bhd, Palace of Golden Horses Hotel, Sime Darby Convention Centre, Tesco and Super Food Marketing Sdn Bhd.

### **About All Women's Action Society (AWAM)**

The All Women's Action Society (AWAM) is an independent feminist organisation based in Petaling Jaya. AWAM envisions a just, democratic, and equitable society where all persons, in particular women, are treated with respect and are free from all forms of violence and discrimination. To meet this vision, AWAM conducts lobbying and networking activities to bring about positive changes in the law for women, public education and training activities to raise awareness about women's rights, provide services such as counseling and legal information clinic for women in crisis, and issues publications and press statements in relation to issues surrounding gender based violence and the politicisation of ethnicity and religion and its impact on women.