



**AWAM IN PARTNERSHIP WITH THE HIGH COMMISSION OF CANADA  
IN OUR 4<sup>TH</sup> WHITE RIBBON RUN**

***Break the Silence | End the Violence***

**Kuala Lumpur, July 21, 2016** – The All Women's Action Society (AWAM) will be holding the White Ribbon Run for the 4<sup>th</sup> Year, and this year, the campaign will be held in partnership with the High Commission of Canada in Malaysia.

The White Ribbon Run will be held at a new venue, the township of Desa ParkCity, on 27<sup>th</sup> November 2016 at 6.30am. Over the past three (3) years, AWAM has brought together over 6000 participants to break the silence on violence. We believe that men and boys play a vital role in putting an end to violence against women and girls, when they pledge never to commit, condone, remain silent. Violence against women is an issue that has prevailed throughout history. Women are oftentimes the victims in a complex web of violence on the basis of their gender. Globally, the sexuality and bodily integrity of women are negotiated across glossy magazine advertisements, movies, music videos and in public spaces. A woman's morality is policed and debated on a national level. Her right to earn a wage and livelihood is questioned on the basis of traditional gender roles that keep her at home. In videogames, chatrooms, offices and politics, women are receivers of sexual attention which are not welcomed, and which threatens the personal safety of women.

Based on 2014 statistics on Violence against Women in Malaysia released by the Royal Malaysian Police, there were 2349 cases of rape and 4807 cases of domestic violence reported nationwide. Cases of domestic violence in 2015 exceeded 5000 in numbers, however the convictions of cases brought to court dropped from 358 in 2014 to 145 in 2015. In March this year, a man slapped the back of his wife's head and kicked her because she turned her back to him, which he found to be rude. A

woman was raped by three men during a robbery in May this year. A 17-year old girl was beaten to death by her husband after a year of marriage. Not all cases make headlines. In fact, 8 out of 10 cases of rape go unreported. In 2012, UN statistics estimate that of all women killed that year, almost half were murdered by intimate partners or family members. In war zones and political coups, women become especially vulnerable to sexual abuse, violence and torture. These women are not safe outside nor inside their homes, their basic rights suspended until further notice. Even then, they are rarely able to take their rapists to court.

In 2016, the High Commission of Canada in Malaysia joins AWAM in partnership to raise the profile of the White Ribbon Run. Canada has been at the forefront of advocating for the elimination of violence against women for over 20 years. H.E. Judith St. George, High Commissioner for Canada in Malaysia said, "*Canada is committed to ending all forms of violence against women and girls. We are therefore proud to partner with AWAM on the White Ribbon Run 2016.*"

The White Ribbon Campaign is the world's largest movement of men and boys, working to end violence against women and girls, promote gender equality, healthy relationships, and a new vision of masculinity. The Campaign began in Canada in 1991, following the 1989 massacre of 14 women at École Polytechnique University in Montreal by a lone gunman. In the wake of their death, fathers, brothers, male friends and colleagues took to the streets in a demonstration of solidarity, grief and mourning. It took a group of men two years to organise the White Ribbon Campaign which is now in more than 60 countries.

AWAM works with communities to create safe spaces to address the issue of violence against women and promote gender equality. Perdana ParkCity is working with AWAM by sponsoring the venue for the White Ribbon Run 2016 at Desa ParkCity, to build awareness among community members. This collaboration is steeped in the belief that all members of society must work together to create safe spaces for everyone, including women and girls, as this is a 'social issue' and not a 'women's issue'. It is time men step STEP UP and BE COUNTED amongst the effort to eliminate gender-based violence, and the voices empowering women.

Perdana Parkcity was established in 1990 as a subsidiary of Yaw Holdings Sdn. Bhd. Desa ParkCity was conceived to serve the housing needs of Kuala Lumpur's middle class and affluent groups, highly admired for its sophisticated design. Today, Desa ParkCity is an example of a safe and progressive community, with lush green landscapes and a comprehensive range of lifestyle amenities – including a resort-style clubhouse, a picturesque central park, an active sport center, a reputable international school, a modern medical centre and a thriving neighbourhood mall

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on the way. Desa ParkCity is also the recipient of the Institute of Landscape Architects Malaysia (ILAM) Award in 2007, 2009, 2010, and 2014. Apart from landscape awards Desa ParkCity has won various local and international gold awards.

Apart from bringing awareness to the public through events such as the White Ribbon Campaign, AWAM also conducts trainings and workshops on gender-based violence issues, offers free counselling and legal information services, as well as advocacy and law reform work.

The White Ribbon Run is AWAM's biggest fundraising and public education campaign, held annually to call on the support of men in the advocacy to end violence against women. AWAM has recently launched a registration portal for The White Ribbon Run: <https://tinyurl.com/whiteribbon2016>.

For more information, please contact Lochna Menon at AWAM's Office: 03-78774221, or email your queries to [fundraising.awam@gmail.com](mailto:fundraising.awam@gmail.com).