

FOR IMMEDIATE RELEASE || 29th October 2015
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The White Ribbon Run and Walk 2015 Pre-Launch Organised by the All Women's Action Society (AWAM)

Since its formation in 1985, AWAM has worked to continuously emphasise that Gender-Based Violence and Violence Against Women (VAW) are not *solely* women's rights issue, they are human rights issue and we should all be involved.

The White Ribbon Campaign is a global movement initiated by a group of men in 1991 to help end the issue of violence against women. At AWAM, we recognize the need to work with men and boys to work towards our goal of ending the systematic issue of violence against women.

This is AWAM's third public event to call on men and boys to be part of the solution to end violence against women. This year, we highlight the theme of "The Story of a Generation". A generation of men and boys of all ages coming together to end violence against women. Our **White Ribbon Press Conference on November 3rd 2015**, will include men of all ages, and from all walks of life holding weights of different sizes to symbolise the varying burdens that women have to deal with on a daily basis.

Proper awareness education and socialisation builds up gender equality. If men and boys are exposed to these issues, and given the proper education they should receive from a young age, it will be a critical step in ensuring the elimination of long-held prejudices and beliefs about the part that men and boys can play in the struggle for gender equality.

In Malaysia, this **November 22nd 2015**, men and boys will come together in solidarity with the 'White Ribbon' and articulate their pledges to break the silence and stop the violence. The **White Ribbon Run 2015** is organised by AWAM. It will provide a platform for men and boys to come together in huge numbers to support and stand as one, with one voice, breaking the silence on violence against women.

We would like to also thank our generous sponsors: Innolatex Sdn. Bhd, Kuala Lumpur Kepong Bhd, Maju Nusa Sdn. Bhd, Star Cruises, Trikke Malaysia, and Wong and Partners.

As organisers of the White Ribbon Campaign Run 2015, AWAM asks for your support in helping make this event effective in bringing about change in our country.

Details:

White Ribbon Press Conference:

Date: 3 November 2015 (Tuesday)

Time: 10:00am – 12:00pm

Venue: AWAM Centre (85, Jalan 21/1, Sea Park, 46300, Petaling Jaya)

Note: We would greatly appreciate it if you could send a journalist and a photographer to cover the press conference.

White Ribbon Run Event:

Date: 22 November 2015 (Sunday)

Time: 7:00AM

Venue: Padang Merbok

Registration fee: RM 60 (Adult) // RM 30 (Child)

REGISTER HERE: <http://tinyurl.com/whiteribbonMY>