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**WHITE RIBBON RUN 2016**  
STEP UP FOR GENDER EQUALITY  
END VIOLENCE AGAINST WOMEN

27/11/2016 SUNDAY  
6.30AM SPORTSCENTRE, DESA PARKCITY  
7 KM RUN 3 KM WALK

ORGANISED BY AWAM IN PARTNERSHIP WITH Canada

For more information, please call 03-7877 4221 (Lochna)

awam.wrc AWAMMalaysia awammalaysia  
#whiteribbon4 #whiteribbonMY #genderequality

**Kuala Lumpur, October 1<sup>st</sup> 2016** -- The All Women's Action Society (AWAM) organised a flash mob at Publika on October 1<sup>st</sup> to raise awareness for our upcoming White Ribbon Run on November 27<sup>th</sup>.

Made up of AWAM members and volunteers, the flash mob dazzled with an energetic and fun dance to get the onlookers attention, enthusiasm, and to raise awareness on this important issue.

The White Ribbon Campaign is an international campaign that brings men to the forefront of working to end men's violence against women. To achieve the goals of the White Ribbon Campaign, AWAM will be holding a White Ribbon Run to encourage our community, particularly men, to join in the cause on November 27<sup>th</sup>. The aim of this event is to highlight the issue of men and boys stepping up to stop violence against women.

This year, AWAM's White Ribbon Run will be held at a new venue, at Desa ParkCity, on 27th 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.

AWAM works with communities to create safe spaces to address the issue of violence against women and promote gender equality. We believe that members of society must work together to create safe spaces for everyone, including women and girls, as this is a 'social issue' and not just a 'women's issue'. It is time men STEP UP and BE COUNTED amongst the effort to eliminate gender-based violence, and the voices empowering women.

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>

**EVENT DETAILS:**

**Date: November 27<sup>th</sup> 2016**

**Time: 6:30am**

**Venue: Sportscentre, DesaPark City**

For more information about the run, please contact Lochna Menon at 019-381-1615