

WHITE
RIBBON

Making violence against women
a thing of the past



White Ribbon Day - AFL vs NRL 'Cycle to Break the Cycle' – Martin Place, 12.30pm Tuesday 25 November

What: The Parramatta Eels will take on the Sydney Swans in a cross-code challenge for the 'Cycle to Break the Cycle', a seven hour stationary cycling relay to raise awareness and financial support for the White Ribbon Foundation and the Benevolent Society. The teams will take part in the maximum distance race at 12.30pm to pledge their support for the elimination of violence against women.

ABC Radio personality and White Ribbon Day Ambassador, Adam Spencer, will host the event from 7am joined by high-profile White Ribbon supporters including Aria nominated Country Singer Melinda Schneider, Channel 7's Mark Beretta, NSW Shadow Minister for Energy and Member for Manly, Mike Baird, and Triple J Radio Presenter Robbie Buck.

The proceeds of the event will be shared between the White Ribbon Foundation and The Benevolent Society to help women break out of the cycle of domestic violence.

Where: **Martin Place Amphitheatre, Sydney CBD**

When: Tuesday 25 November 2008
From 7am

Notable Guest appearances (times approx):

7am – Mike Baird, NSW Shadow Minister for Energy and Member for Manly
8am – Melinda Schneider, Aria nominated Country Singer- Best Country Album, performing 'Courageous'; Verity Firth MP, Minister for Women; Acting Commissioner Nick Kaldas will launch the NSW Police Force's 'Prevention and Reduction of Family Violence Policing' Strategy
8.15am – Adam Spencer, ABC Radio Host and White Ribbon Ambassador
9am – Mark Beretta, Ch 7 Sunrise Sports Presenter
11am – Robbie Buck, Triple J Radio Presenter
12.30pm – Parramatta Eels take on the Sydney Swans in the maximum distance race

About the White Ribbon Campaign:

White Ribbon Day, November 25, is the United Nations Day for the Elimination of Violence against Women, and focuses on the positive roles that men can play.

The White Ribbon Campaign encourages all members of the community, and particularly men, to speak out about violence, challenge the attitudes that allow violence to continue in our society and get involved by wearing a White Ribbon and participate in awareness activities. The campaign carries out awareness and education projects around Australia to prevent violence against women, find out more at: www.whiteribbonday.org.au

About The Benevolent Society:

The Benevolent Society is strongly committed to helping women suffering from violence and emotional and psychological abuse in their relationships by offering practical strategies and support to help them rebuild their lives.

For more information please contact:

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