

WHITE RIBBON DAY NOV 25



Making **violence against women**
a thing of the past

White Ribbon Day Calls on Politicians to Help End Violence Against Women

Sydney, Australia – November 2, 2007 - White Ribbon today launches its 2007 national campaign with a call to action for all political parties to pledge their commitment to develop social policies to end violence against women in Australia. At the launch of its annual media campaign White Ribbon asks Australia's politicians to remember that almost half of all Australian women will be victims of physical or sexual abuse in their lifetime, and implores them to bring violence prevention strategies higher up the political agenda.

White Ribbon Chair Andrew O'Keefe said, "Each year we make more progress in tackling the pervasive problem of violence against women, but as the statistics show, we still need to do more. In the past our cause has received considerable moral support from all political parties, but we would still like to see a more concerted effort to drive awareness and behavioural change amongst the men of Australia. Because if we can change behaviour, we can *prevent* violence against women, rather than just pick up the pieces later."

"As our Ambassadors step forward to promote our cause, we hope that both major political parties will commit to developing a national plan of action for the prevention of violence against women, including policies and programs that will explicitly support Australian *men* to work to end violence against women" Andrew added.

White Ribbon Day calls on whichever party forms government to commit to providing financial support to expand the White Ribbon Day Campaign to engage men in future years.

"Finally," Andrew concluded, "we ask that both Mr. Howard and Mr. Rudd wear a white ribbon on November 24 and 25 to draw attention to the White Ribbon campaign and its messages."

For this year's television, radio and print media campaign, White Ribbon Day has reached out to its leading sporting ambassadors from the world of football. Brendan Cannon, Gorden Tallis and Jason Johnson have all volunteered to play a leading role by starring in this year's ad campaign entitled '*Worth the Embarrassment*', which breaks today.

Knowing that nothing speaks to a wider cross-section of Australian men than sporting success, the campaign appeals directly to men in a language that they instinctively understand. The sportsmen all wear jerseys belonging to their arch-rivals to highlight Australia's embarrassing record of violence against women.

To complement the player's vocal stance on this issue the CEOs of Australia's prominent football codes, AFL, NRL and ARU have pledged their support for White Ribbon Day and for the month of November each football code's website will contain a link to www.whiteribbonday.org.au where people can purchase white ribbons.

In addition to these football stars, White Ribbon Day has more than 200 high-profile Australian men from all walks of life who have been appointed as Ambassadors for this year's White Ribbon Day campaign. See www.whiteribbonday.org.au for more information.

White Ribbon Day, on 25 November, marks the United Nations International Day for the Elimination of Violence Against Women. White ribbons can be purchased during November from all Network Video, Napoleon Perdis and Body Shop stores.

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For more information or to purchase white ribbons visit: www.whiteribbonday.org.au

To contact an Ambassador, or a representative from the White Ribbon Day National Leadership Group to arrange an interview please contact:

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