

WHITE RIBBON DAY NOV 25



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

Australia's Footy Codes Unite Behind White Ribbon Day to Support the Elimination of Violence Against Women

Sydney, Australia – November 2, 2007 - Australia's three dominant football codes are backing this year's White Ribbon Day to eliminate violence against women. As a campaign designed to speak directly to men, the White Ribbon Day Foundation has reached out to its leading sporting ambassadors from the world of footy, to encourage the men of Australia to speak out against and not remain silent about violence against women. Brendan Cannon, Jason Johnson and Gordon Tallis have all stepped forward to play a leading role, and star in this year's advertising campaign running across TV, radio and print called 'Worth the Embarrassment'.

To demonstrate their commitment to the White Ribbon Day cause and highlight the shocking statistics of violence against women in Australia - where almost half of all women will be victims of physical or sexual abuse in their lifetime - all three players agreed to be photographed and filmed wearing their key-opposition's jerseys. The players admit this is an embarrassing thing to have to do, but not nearly as embarrassing as Australia's record of violence against women. By wearing a jersey which would normally be unthinkable, the players hope to show their supporters how serious the problem of violence against women really is.

Brendan Cannon, former Wallaby, explains why he decided to star in this year's advertising campaign, "The statistics of violence against women in Australia are shocking and we need to break the cycle of violence. I'm extremely proud to be an ambassador for this campaign and hope I can help to make a difference by participating in the adverts. I also hope the men of Australia get behind us and do what they can to help, even if it's just wearing a white ribbon to show their commitment to ending this problem once and for all. "

Long-time Essendon midfielder, Jason Johnson said "I'm sure Essendon supporters never thought they would see me in a Carlton jumper but faced with these statistics about

violence against women, I'm more than happy to make a fool of myself if it helps to get the message across to men."

Gordon Tallis, former captain of the Maroons said "I decided to take part in this campaign because I want to make Australia a safer place for the women in my life – it's unacceptable that any woman should live in fear in this country."

Brendan Cannon and Jason Johnson will attend today's launch of this year's advertising campaign, which will break nationally on 2nd November, and will run through the entire month leading up to White Ribbon Day on Sunday 25th November.

All three CEOs of the football codes, Andrew Demetriou (AFL), John O'Neill (ARU) and David Gallop (NRL) 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 or order white ribbons.

White Ribbon Foundation Chairman Andrew O'Keefe added, "As a campaign working to eliminate violence against women in Australia, we are extremely dependent on the support of our high profile Ambassadors to communicate our message. Nothing appeals to the Australian male more than sport, and we are incredibly grateful to Brendan, Jason and Gordon for lending their profiles to our cause for this year's campaign. For many years the AFL, NRL and ARU have been amongst our most passionate and committed supporters, and with all three codes on board we can speak directly to men and drive change in attitudes and behaviour."

ENDS

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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