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PRESS RELEASE

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NCWNZ APPLAUDS WHITE RIBBON DAY SUPPORT

The National Council of Women of New Zealand (NCWNZ) and the Wellington City Council (WCC) are seeking a seismic shift in attitude against violence in the community beginning on this year's White Ribbon Day Sunday 25th November.

NCWNZ National President Christine Low has set a challenge to all members of NCWNZ to encourage as many men as they can to wear a White Ribbon to display they are against violence towards women.

"Men are as sickened by the level of violence in New Zealand as women, White Ribbon Day is gender inclusive," said Christine Low.

From the 25th November there will be 16 days of activism against violence towards women NCWNZ is hoping that all the people that support white ribbon day will continue to wear the ribbon throughout this period.

NCWNZ is delighted that Wellington Mayor Kerry Prendergast has pledged her support and is encouraging her councilor colleagues to do the same. NCWNZ would like to see the rest of the country's Mayors and councilors follow Wellington's example.

NCWNZ is also approaching businesses to encourage staff to wear ribbons and making them available to the public.

NCWNZ have been pleasantly surprised by the response from those approached- thus far, a local Wellington vehicle testing station, a graphic design agency, banks, and a local bistro and bar have all wanted to display posters and give out ribbons.

"We need to drive a societal shift in how we perceive violence towards women; it is not appropriate behavior, it is no longer tolerable and the wider community is adamant that this must stop. By wearing a white ribbon, men and women are committing to changing our society – not just for a day, but from this point onwards," said Christine Low.

ENDS

Further Information:

Christine Low, National President

Ph: 03 357 8887 or 021 065 5565

National Council of Women of New Zealand (NCWNZ)

PO Box 12 117

Wellington

Email: ncwnz@ihug.co.nz

"Women Influencing Policy"