White Ribbon Day 2022
Official Press Release Template

Thank you for choosing to support White Ribbon Day 2022. This press release template has been designed as a starting point for your WRD22 communications. You can adapt it to create a bespoke release to share your events, activities, and other support.

PRESS RELEASE

[Organisation/Person] Marks White Ribbon Day 2022 by Sharing Commitment to End Men's Violence against Women. [Organisation/person] is [event/activity/support] to raise awareness of men's violence against women and girls.

[Organisation/person] marks White Ribbon Day 2022 to end men's violence against women and girls. White Ribbon Day is a widely recognised global movement; in the UK, it is spearheaded by White Ribbon UK, the leading charity engaging men and boys to end violence against women and girls. This year, [Organisation/person] is [event/activity/support]. [Event/activity details].

[Organisation/person] said, "[insert quote]."
Anthea Sully, Chief Executive of White Ribbon UK, shared, "This year, White Ribbon Day is focusing on the attitudes and behaviours men and boys can adopt to move away from associations to violent and abusive behaviour. "Men and boys are now expecting better from their colleagues, friends, and family to ensure women and girls are safe.

"We are inviting you to wear a White Ribbon and make the White Ribbon Promise, never to use, excuse or remain silent about men's violence against women.

She continued, "This year, White Ribbon Day falls on the same week as the launch of the FIFA men's World Cup. There is never a better time for us to focus on the good that can come from unifying and supporting one common cause. #TheGoal does just that, it brings men and boys together to think about how they can make a positive difference to achieve equality and safety for women and girls."

We can all make a commitment today by making the White Ribbon Promise never to use, excuse or remain silent about men's violence against women - https://www.whiteribbon.org.uk/promise

This is an opportunity for all our colleagues and partners to stand up to men's violence against women and girls.

To find out more about [Organisation/person] [social media handles]

To find out more about White Ribbon UK:
· Twitter @WhiteRibbon_UK
· Instagram @WhiteRibbonUK
· Facebook @WhiteRibbonUK
· LinkedIn @WhiteRibbonUK
· Website www.whiteribbon.org.uk

#TheGoal #WhiteRibbonDay #WRD22

Media Opportunities

There will be opportunities for photographs, filming, and interviews at [event/activity]. Please contact [name] Phone [phone number] Email [email address].

END

Notes to Editor:

[insert company boiler plate here]

About White Ribbon UK

White Ribbon is the UK's leading charity engaging with men and boys to end violence against women and girls. Our mission is to prevent violence against women and girls by addressing the root causes. Through our work, we aim to shift societal attitudes, systems and behaviours around masculinity that help to perpetuate gender inequality and therefore men's violence against women. White Ribbon UK's work is preventative, we aim to end violence before it starts.

This year, White Ribbon Day falls on the same week as the launch of the FIFA men's World Cup. There is never a better time for us to focus on the good that can come from unifying and supporting one common cause. #TheGoal does just that, it brings men and boys together to think about how they can make a positive difference to achieve equality and safety for women and girls.

We encourage everyone, specifically men and boys, to make the White Ribbon Promise to never use, excuse or remain silent about violence against women. White Ribbon UK runs a range of programmes individuals and organisations can proactively engage with. Through our Accredited organisations, Supporter organisations, White Ribbon Ambassadors, and Champions we currently reach almost 500,000 people across England and Wales.
To learn more about White Ribbon UK, please visit www.whiteribbon.org.uk.

For media enquiries, please contact media@whiteribbbon.org.uk.