



SUGGESTED PRESS RELEASE TEMPLATE

16 DAYS OF ACTIVISM AGAINST GENDER VIOLENCE
16 DÍAS DE ACTIVISMO CONTRA LA VIOLENCIA DE GÉNERO
16 JOURS D'ACTIVISME CONTRE LA VIOLENCE DE GENRE
25 NOV - 10 DEC <http://16dayscswgl.rutgers.edu>



Include your organization's logo here

Here you can include the 16 Days logo, available in 50 languages:
<http://16dayscswgl.rutgers.edu/2012-campaign/16-days-logos>

CONTACT: Name, Position
Tel.: XXX-XXXX
Email: yourname@yourorganization.org
Website: www.yourorganization.org

FOR IMMEDIATE RELEASE

<ATTENTION-GETTING TITLE>

Note: A press release is written about a specific program, event, or issue. It answers the questions: “Who, What, Where, When, Why and How?” It is one page long, written in clear and concise sentences.

<Location> <Date> - Who? What? When? Where? Why?

State what event is going to occur, name the organization hosting the event, and why the event is important. Include any ‘attention-grabbing’ information here, such as statistics, and why the initiative is relevant or important. Keep information brief, yet interesting.

- For information on gender-based violence and militarism, including statistics, check out the *Talking Points & VAW Stats Sheets* (from the 2012 Take Action Kit), available at: <http://16dayscswgl.rutgers.edu/2012-campaign/2012-take-action-kit>.

Your Organization

Provide background information about your organization on this initiative, mentioning important dates, people, themes, etc. Briefly describe your organization and any other groups that are hosting the initiative. Include a quote by someone who is part of your organization, part of the community, or someone who has benefited from the Campaign.

- You could include information from the 2012 Theme Announcement, available at: <http://16dayscswgl.rutgers.edu/2012-campaign/theme-announcement>.

Why?

Explain the purpose of the event. Mention any planned or upcoming activities. State any working partnerships with other organizations. Discuss any new developments in regard to the event. Connect the event, if possible, to other current relevant issues.

- More information about the 16 Days Campaign is available in the 2012 Take Action Kit, and via the 16 Days website: <http://16dayscswgl.rutgers.edu/>.

Conclusion

Include contact information and website links. For example, you can write: “For more information, contact or visit...”

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Include Your Organization's Contact Information here

FOR IMMEDIATE RELEASE

16 DAYS CAMPAIGN CHALLENGES MILITARISM AND VIOLENCE AGAINST WOMEN
Hundreds of Events Planned Worldwide



New Brunswick, New Jersey—On November 25, 2011 the Center for Women's Global Leadership (CWGL) will launch the 16 Days of Activism Against Gender Violence Campaign. ***Hundreds of events by organizations worldwide are planned to campaign against gender-based violence***, which is experienced by up to 70 % of women in their lifetime, according to the United Nations. It is estimated that ***worldwide, one in five women will experience rape or attempted rape***. Women aged 15-44 are more at risk from rape and domestic violence than from cancer, car accidents, war, and malaria.

The 16 Days Campaign begins on November 25, the International Day Against Violence Against Women, and ends on December 10, International Human Rights Day. These dates symbolically link violence against women and human rights, and emphasize that such violence is a human rights violation. The 16 Days Campaign theme, *From Peace in the Home to Peace in the World: Let's Challenge Militarism and End Violence Against Women!* puts the spotlight on militarism and its role in perpetuating violence against women and girls. "The violence we encounter is often profoundly influenced by national, regional, and international policies and practices, and challenges us to act in solidarity to promote an end to militarism and violence against women," says Dr. Radhika Balakrishnan, Executive Director of the Center for Women's Global Leadership; the coordinator of the 16 Days Campaign.

Over 250 events are planned worldwide to call for an end to militarism and violence against women, including:

- A Silent No More! march through Yerevan, **Armenia**, focusing on violence against women;
- Across Alice Springs, **Australia**, a series of arts events focused on women's resilience is organized, including a quilt exhibition;
- In Lagos, **Nigeria** student trainings and dialogues with media outlets will be held to sensitize communities about gender-based violence;
- The Center for Women's Global Leadership will co-host a Java n' Justice Coffeehouse, featuring a military fashion show, at Rutgers University in New Jersey, **USA**.

This year, the Center is also partnering with Stardoll to bring the 16 Days Campaign to the online media site's over 130 million users between the ages of 13 and 17 years old. Since 1991, the annual 16 Days Campaign has mobilized more than 3,700 organizations in 164 countries to raise awareness about the pervasiveness of the multiple forms of violence women face. From Afghanistan to Iceland, the 16 Days Campaign has grown into a powerful platform to educate the public and governments about violence against women and human rights.

The 16 Days of Activism Against Gender Violence is an international campaign from the Center for Women's Global Leadership at Rutgers University, begun in 1991. For more information, visit <http://16dayscwgl.rutgers.edu/>.

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November 25 – International Day for the Elimination of Violence against Women

FEIM AND PROYECTARTE INAUGURATE A MURAL DRAWING AWARENESS TO VIOLENCE AGAINST WOMEN

This morning, the Fundación para Estudio e Investigación de la Mujer – FEIM, and ProyectArte inaugurated a mural for the International Day for the Elimination of Violence against Women. The work is located in the passage between **Soler and Avenida Juan B. Justo** in the neighborhood of Palermo, and was declared to be of “cultural and social interest” by the Legislature of the City of Buenos Aires.

The mural was designed and painted by young artists that were trained by ProyectArte, with the coordination of La Paternal Espacio Proyecto – LPEP, after hearing the reflections and feelings that arose out of workshops on gender violence that were hosted by FEIM. This collective work seeks to make citizens aware of women’s right to live a life free of violence, while simultaneously developing a sense of value in art as a medium that is both socially transformative and a tool for communication.



“Violence against women is a major violation of the human rights of women,” stated **Mabel Bianco**, President of FEIM, during the inauguration. **Bianco** recalled a message given by the [Executive Director of UN Women](#) for the occasion: “there is a consciousness every time greater that violence against women is neither inevitable nor acceptable,” said Michelle Bachelet.

“It is certain that we have advanced, but we still lack political decisions. We need more support for orienting and accompanying women, as well as gaining funding that will give them the economic ability to leave their abusers,” emphasized **Bianco**.

David Smith, Director of the Information Center of the United Nations (ICUN) for Argentina and Uruguay, read the [official message from the Secretary General of the UN](#) on the International Day for the Elimination of Violence against Women. **Smith** assured that “this is the way to attack the problem. Gender violence is present throughout the world, from Congo, to Chicago, to Córdoba. In all these places, the main enemy is always silence, and for this reason it is so great that the mural expresses with such clarity ‘no to violence against women and girls.’”

Ana Slavin, Executive Director of ProyectArte, was especially pleased with the group of young artists that worked intensely on the mural and “were outstanding in achieving the message that FEIM proposed for this day... This work asks, from the standpoint of peace and love, that the violence must end, it shows us that this has to end,” said **Slavin** and noted that “this activity is aligned with the mission of ProyectArte that proposes that the artists make a social commitment to what happens in their communities.”

“Thank you for the opportunity that was given to us to get involved with young people and be able to make something concrete with art and painting. Thank you for the freedom to create and for all of the information on gender violence that we received from FEIM,” said **Martina Nosetto**, who spoke as the representative for the group of artists. “While we were painting the mural –continued the young woman– many people came over and congratulated us and we realized that what we were doing was generating empathy in people and that this way of conveying the message was very effective, because the message is very clear.”

Franc Paredes and **María José Alguero**, artists from La Paternal Espacio Proyecto that participated in the creative development and artistic coordination of the mural, highlighted “the political function of art as an instrument, more than just as a decorative object or something to be sold. This model of intervention that was proposed by ProyectArte and FEIM makes art possible that offers to a society a way to reflect upon itself.”

Those that were present at the inauguration included all of the artists that participated in the mural, the Buenos Aires Legislator María Elena Naddeo; Isolina Peña and Carlos Cantini, from the program Pasión por Buenos Aires; and residents of the neighborhood of Palermo that had interest in the topic. Additionally, the mural received the endorsement of the Foro Eurolat de las Mujeres, el Instituto Interamericano de Derechos Humanos and el Parlamento del Mercosur.

The project was put on with the support of the programs Fortalecimiento de la Sociedad Civil and Pasión por Buenos Aires of Buenos Aires city government and the Red de Salud de las Mujeres Latinoamericanas y del Caribe – RSMLC.

This action was put together by the [Campaign for 16 Days of Activism against Gender Violence](#), which starts on November 25 and ends on December 10 (the International Day of Human Rights) in order to reaffirm that sexist violence is a violation of human rights.

More information

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