

# HerGameToo is supporting #TheGoal for White Ribbon Day

Friday 14 October, 2022

White Ribbon UK is proud to announce that HerGameToo are supporting #TheGoal campaign for White Ribbon Day, 25<sup>th</sup> November.

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 brings men and boys together to think about how they can make a positive difference to achieve equality and safety for women and girls.

HerGameToo is a voluntary organisation ran by female football fans, who are committed to fostering an ethos in football in which women are welcomed and respected equally.

The partnership brings together White Ribbon UK's work with men and boys to promote gender equality to end violence against women, and HerGameToo's focus on culture change to make sure football is equal, safe and enjoyable for women. Jointly, the organisations are calling on all football clubs, leagues and governing bodies to commit to eradicating cultures which lead to violence against women.

Anthea Sully, Chief Executive of White Ribbon UK shared, "We are delighted that HerGameToo are supporting #TheGoal for White Ribbon Day this year. HerGameToo's aims of fostering an ethos of equality in football starts with men and boys who play, watch and support the game. By addressing the root cause of inequality, men and boys can contribute to a positive culture change whereby women are safe and can enjoy football in the same way as men."

#TheGoal is a great opportunity for White Ribbon UK to amplify everything HerGameToo has achieved with their engagement with football clubs at all levels through their successful Ambassador and education programmes.

Emily Drakeley, one of the founders of HerGameToo, explained, "We are so pleased to be partnering with White Ribbon UK. Their direct aims through education and support follow a similar route we want to achieve with our audience. The support and guidance they can foster with us will massively benefit those who follow our campaign."

#TheGoal will run throughout the 16 days of activism against gender-based violence up until the end of the FIFA men's World Cup tournament on 18<sup>th</sup> December.

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For media enquiries – [media@whiteribbon.org.uk](mailto:media@whiteribbon.org.uk)

White Ribbon is the UK's leading charity engaging men and boys to end violence against women and girls. White Ribbon Day, 25th November, is observed globally and is the UN's day marking the elimination of violence against women and girls.

HerGameToo is a voluntary organisation ran by female football fans, who are committed to fostering an ethos in football in which women are welcomed and respected equally. Alongside working full-time in their day jobs, the team dedicate their hours around this to support the progression of HerGameToo. HerGameToo was nominated by the Football Content Awards 2022 for the Best in Women's Football category, with the winner yet to be announced.

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