White Ribbon UK and JCDecaux UK Partner to Highlight #TheGoal for White Ribbon Day

Thursday 17 November, 2022

White Ribbon UK is pleased to have the support of JCDecaux UK this year to highlight #TheGoal for White Ribbon Day, as part of The Community Channel programme.

White Ribbon is the UK's leading charity engaging men and boys to end violence against women and girls. White Ribbon Day, 25th November, falls on the same week as the start of the FIFA men's World Cup, there has never been a better time to encourage men to join the team to end violence against women and girls - that's #TheGoal.

JCDecaux UK's The Community Channel is an initiative that enables not-for-profit community and charitable projects to access digital Out-of-Home locations in line with JCDecaux UK's purpose and values. The Community Channel creates real value through the power of the public screen and aims to amplify Out-of-Home's role as a force for good.

As part of The Community Channel, #TheGoal messaging will be shared on several iconic JCDecaux UK digital boards across England and Wales which may also include prime locations such as the M4 Torch, Shoreditch Showcase, and Marylebone Tower. As well as displaying #TheGoal inside train stations, supported alongside Network Rail.

This invaluable collaboration will help to introduce the vital work that White Ribbon does to wider audiences, with the hope they can engage more people in supporting to end harmful cultures which lead to violence against women and girls.

Anthea Sully, Chief Executive of White Ribbon UK, says, "White Ribbon wants to reach as many men as possible to get our message out that everyone can make a difference to end violence against women.

"That is why the support of JCDecaux UK, and the power of Out-of-Home is so welcome. We know that thousands of people will be introduced to the symbol of the White Ribbon and what it means, maybe for the first time. It is by raising awareness that we know real change can occur."

Chris Dooley, Head of Social Impact at JCDecaux UK, says, "In a World-Cup year, this campaign is particular timely and JCDecaux UK's The Community Channel is proud to support White Ribbon UK.

"We are delighted to be working with White Ribbon UK to raise awareness and engage more people around this important message. The Community Channel aims to create real value through the power of the public screen and amplify Out-of-Home's role as a force for good in the community."

#TheGoal highlights eleven traits that men and boys can nurture, each representing a player in a football team. It calls on the need to shift expectations that violent and abusive behaviour and attitudes are normal and cannot be changed. All men and boys can commit to equality and safety for women and girls to live the lives they want to lead without fear of violence. You can learn more about #TheGoal here: https://www.whiteribbon.org.uk/whiteribbonday22

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NOTE TO EDITORS

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. White Ribbon UK's work is preventative, we aim to end violence before it starts. We encourage everyone, specifically men and boys, to make the White Ribbon Promise never to 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 reach nearly 600,000 people across England and Wales. To find out more click here.

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For all media-related enquires, please contact the White Ribbon Media and Communications team: media@whiteribbon.org.uk

About JCDecaux UK - The Community Channel

In February 2022, JCDecaux UK launched The Community Channel, an initiative that enables not-for-profit community and charitable projects to access digital Out-of-Home locations in line with JCDecaux UK's purpose and values. The Community Channel creates real value through the power of the public screen and aims to amplify Out-of-Home's role as a force for good in the community. An estimated 50p in every pound spent on all Out-of-Home advertising goes back into the community, through the provision and maintenance of public services such as bus shelters or through providing revenue streams to Council and Transport partners or through initiatives such as The Community Channel. To find out more click here.

Company Contact:

White Ribbon UK

T. 01422 417327
E. anthea.sully@whiteribbon.org.uk
W. https://www.whiteribbon.org.uk/

Additional Contact(s):
For media enquiries, please email media@whiteribbon.org.uk

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