White Ribbon UK has today launched #TheGoal for White Ribbon Day

Thursday 22 September, 2022

White Ribbon UK has today launched #TheGoal, for White Ribbon Day 2022, 25th November.

This White Ribbon Day falls on the same week as the start of the FIFA men's World Cup. There has never a better time for us to focus on the good that can come from unifying and supporting one common cause. All men can join the team to end violence against women and girls - that's #TheGoal

#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. #TheGoal unites people to start playing as a team to end violence against women and girls.

Anthea Sully, Chief Executive of White Ribbon UK shared, "This year we are addressing how informal rules about 'how to be a man' and 'how to be a woman' can restrict the way men, women, girls, and boys are expected to live. These behaviours can be harmful and create environments that normalise violence against women and girls.

#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. This is always #TheGoal."

Organisations and individuals across England and Wales are supporting the campaign, including football clubs at all levels, emphasising unity and desire to change harmful cultures and end violence against women.

#TheGoal calls on people to make the White Ribbon Promise, never to use, excuse or remain silent about violence against women and girls. The Promise can be made on White Ribbon UK's website www.whiteribbon.org.uk/whiteribbonday2

There is a suite of resources available to download for free on the White Ribbon website [insert link] to use in workplaces, schools, football grounds and bars, pubs and clubs.

There are many more exciting announcements to come in the months leading up to White Ribbon Day, 25th November. To support the campaign, download the resources on the website and make the White Ribbon Promise.

For media enquiries – 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.

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