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25 November 2009

## **MEDIA RELEASE**

### **Take up the Swearing Challenge – and ask others to Swear too!**

*Encourage your mates and colleagues to ‘Swear’ this White Ribbon Day!*

Today, White Ribbon Day, marks the beginning of a national campaign to get all Australian men and boys to take a positive action and put an end to one of the most widespread human rights abuses taking place in our country.

White Ribbon’s ‘My Oath’ Campaign is calling on men to swear never to commit, never to excuse, and never to remain silent about violence against women at [www.myoath.com.au](http://www.myoath.com.au).

One in three Australian women will be a victim of physical or sexual violence in her lifetime, this could be your mother, sister, daughter or friend, but White Ribbon is working to engage men to create a positive change.

The campaign is setting White Ribbon Day up to be National Swearing Day, and already has the support of high profile men such as Prime Minister Kevin Rudd, Lt Gen Ken Gillespie, Hazem El Masri, Rove, Keith Urban, Wil Anderson, David Koch, Adam Goodes, Shannon Noll, Jason Culina, Dicko, and the list goes on.

“Today we are challenging all men to swear, and let’s face it swearing comes naturally to most Aussie men. We swear when we’re laughing, we swear when we’re mad, we swear whether we’re elated or deflated. But this is an opportunity to swear to make a difference,” said White Ribbon Chairman Andrew O’Keefe.

You can join the ranks of men supporting the campaign by swearing at [www.myoath.com.au](http://www.myoath.com.au)

White Ribbon is calling on all Australian men to sign up and ‘swear’ to end violence against women, as the first step in creating culture change around the issue.

The White Ribbon Campaign is unique because it is aimed at prevention, and focuses on encouraging men to take the lead in their immediate communities and networks. White Ribbon encourages all members of the community, and particularly men, to speak out about violence, challenge the attitudes that allow violence in our society, and get involved in the campaign.

By wearing a white ribbon or wristband on White Ribbon Day, 25 Nov, the UN Day for the Elimination of Violence against Women, you can show your support for the campaign that is working to prevent this widespread human rights abuse. Ribbons and wristbands are available from Suzanne Grae, The Body Shop and The Salvos Stores. For more information about White Ribbon Day visit [www.whiteribbonday.org.au](http://www.whiteribbonday.org.au).

**ENDS**

For more information about White Ribbon visit [www.whiteribbonday.org.au](http://www.whiteribbonday.org.au) or to arrange an interview:

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