



10 November 2015

Subject: International Day for the Elimination of Violence against Women

Dear editors, reporters, anchors of news organizations, bloggers:

I am writing to you with a personal invitation from UN Women. On 25 November, we will commemorate the International Day for the Elimination of Violence against Women. It will kick off the 16 days of global activism campaign, until 10 December, Human Rights Day, to halt this gross violation of women's human rights that affects at least 1 in 3 women and girls worldwide. It is a pandemic that we must stop. To do so, we need your help.

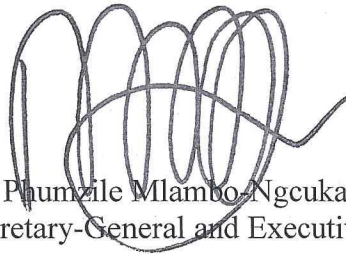
The global initiative '*Orange the World: End Violence against Women and Girls*' is led by UN Women on behalf of the UN Secretary-General's global campaign *UNiTE to End Violence against Women*. The colour orange has been chosen for the issue to symbolize a brighter future without violence against women. During the 16 days of activism, events are being organized in all parts of the world, and landmarks in towns and cities will be lit up in orange to draw global attention to the issue and stimulate action. I will be traveling to different cities during that period to highlight the innovative interventions that are working on the ground to address violence against women and girls.

Given your strong commitment to gender issues, I am inviting you to join us again this year to play your part as important influencers of public awareness and opinion. Please demonstrate your support and tell your audiences and readers that this issue is of personal importance to you. If you are a TV journalist, encourage your channel to turn its newsroom orange or wear an orange piece of clothing on 25 November when you bring your viewers news and interviews on the issue. If your medium is print, present your stories on this subject under an orange banner. If you are on the radio, make sure you highlight the urgency of ending this pandemic that affects a billion women worldwide. If you are at a public event, wear orange and tell people why you are doing so. Your editorial focus on ending violence against women and girls will inform your large audiences, point to successful approaches to end the violence, and provide advice and support for survivors.

UN Women stands ready to assist if needed and our communications colleagues Oisika Chakrabarti (oisika.chakrabarti@unwomen.org) and Sharon Grobeisen (sharon.grobeisen@unwomen.org) look forward to answer any questions. We can facilitate interviews with experts, provide data and statistics, or point you to exemplary initiatives. You and your organization may want to draw on the content UN Women is producing on our website for the 16 Days, which will be available in the coming weeks, at <http://www.unwomen.org/en/news/in-focus/end-violence-against-women>.

I hope you will decide to lend your powerful voice to this cause, and partner with us in the global effort to end violence against women and girls. When we all pull together, we can put an end to violence against women and girls.

Yours sincerely,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Phumzile Mlambo-Ngcuka
Under-Secretary-General and Executive Director