

CHEESE *for* CHANGE

 In support of
White Ribbon

MEDIA RELEASE

[DATE]

(SUBURB) local/s stand up, speak out and act against domestic violence

(SUBURB) local (NAME) is helping prevent the cycle of violence against women by hosting a Cheese for Change event this March (DATE), to raise funds and awareness for White Ribbon Australia.

Cheese for Change is a brand new fundraising event that promotes people coming together over a cheese platter (or other cheesy food) as a way to support White Ribbon Australia and help end men's violence against women.

"Over 12 months, on average, one woman is killed every week in Australia as a result of intimate partner violence," (EVENT ORGANISER NAME) said.

"(I/WE) want people to know that violence against women is everyone's issue, and it is unacceptable. (I AM/WE ARE) holding our Cheese for Change (EVENT) to stand up and speak out, to prevent the cycle of abuse in our community. We will not remain silent.

"I'm encouraging my family, friends, colleagues and neighbours to join me in making a stand."

(PARAGRAPH FOR PERSONAL STORY – WHAT IS YOUR MOTIVATION FOR SUPPORTING WHITE RIBBON AUSTRALIA?)

(PARAGRAPH FOR CHEESE FOR CHANGE EVENT INFORMATION – WHERE IS THE EVENT BEING HELD/WHAT TIME? WHAT DOES THE EVENT INVOLVE? CAN THE PUBLIC ATTEND?)

Funds raised go towards supporting White Ribbon's national primary prevention campaign, which aims to stop violence before it occurs, through education initiatives in schools, workplaces and the broader community.

White Ribbon is committed to building an Australian community where every woman lives in safety, free from all forms of men's abuse.

To support (NAME) people can donate at (WEB ADDRESS).

Find out more about White Ribbon: www.whiteribbon.org.au

Find out more about Cheese for Change: www.whiteribbon.org.au/cheeseforchange

Support White Ribbon directly by making a donation: www.whiteribbon.org.au/donate

Note to media: White Ribbon Australia asks all media to include the following line when reporting on incidents of men's violence against women: If you or someone you know is experiencing violence, call 1800 RESPECT on 1800 737 732 for advice or support. This free service providing confidential advice is open 24/7. In an emergency, call the police on 000. All incidents of violence should be reported to the police.

For media enquiries, please contact Irina (Primary Communications) on 0426 221 550.