



YWCA
CANBERRA

MEDIA RELEASE

50 CANBERRA CAFES JOIN CAMPAIGN TO END VIOLENCE AGAINST WOMEN

1 March 2016: Over 50 Canberra cafes will join in a special campaign to run on International Women's Day –on Tuesday 8 March, raising awareness of violence against women.

The campaign, run by local advocacy organisation This is Not a 'Wife Beater' (NAWB) in collaboration with YWCA Canberra, will see cafes serving takeaway coffee in special cups featuring messages that expose victim-blaming language and encourage positive bystander action to end violence against women.

"We want to raise awareness of the way our language and culture implicitly minimises and even condones violence against women, and often blames the victim for the violence perpetrated against her," campaign coordinator and founder of TINAWB, Alisa Draskovic, said. 'We believe this campaign will get people thinking about the ways in which our language contributes to how women are treated in our community, and the everyday ways we can condemn violence against women and promote respectful relationships.'

Frances Crimmins, Executive Director of YWCA Canberra said the campaign also raises much needed awareness of primary prevention, as a key part of ending violence against women in the long term.

'If we're going to address the underlying attitudes and behaviours that lead to victim-blaming, and a culture of gender inequality that causes violence against women, it's crucial that we have respectful relationships programs in our schools,' Ms Crimmins said.

'This campaign will also raise funds for YWCA Canberra's suite of respectful relationships programs, and is a really positive way for the community to take action this International Women's Day.'

The takeaway coffee cups will be available at participating cafes from Tuesday 8 March until sold out. Members of the public are encouraged to join in through social media in the lead up to Tuesday 8 March and throughout the week.

For more information, please visit www.thisisnawb.com.au and www.ywca-canberra.org.au/iwd2016.

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Frances Crimmins and Alisa Draskovic are available for interview.

Media contact: Zoya Patel 0429 210 881

About YWCA Canberra: YWCA Canberra is a feminist, not-for-profit community organisation that has been providing community services and representing women's issues in the Canberra community since its establishment in 1929. YWCA Canberra employs more than 300 staff across the ACT, and delivers 30 quality programs in children's services, community development, housing, youth services, women's leadership, advocacy, and training. Represented in 122 countries, the YWCA has a global reach of 25 million women and girls. As part of this international movement, YWCA Canberra works for a world where reconciliation, justice, peace, health, human dignity, freedom and care for the environment are promoted and sustained through women's leadership. For more information visit:

www.ywca-canberra.org.au

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About This is Not a 'Wife Beater': Drawing on research showing the relationship between language trivialising violence against women and the use of this violence, the This is Not a 'Wife Beater' (NAWB) campaign focuses on the ways in which everyday language contributes to creating a culture in which women's experience of violence is minimised or condoned through the use of phrases such as 'wife beater'. In doing so, the campaign promotes a shift from a culture rooted in violence-supportive language and attitudes to one that celebrates respectful relationships, contributing to a safer community for all. For more information visit: www.thisisnawb.com.au

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