

*For the 2018 National Women's Month Celebration, we introduce...*

# PURPLE THURSDAYS

## Why Purple?

Purple is the color associated with with royalty, magic, mystery and piety, is the color of women



## Join the call...

- **to advance women's rights and gender equality**
- **to break gender stereotypes**
- **to stop gender-based violence and discrimination against women**

**Wear anything PURPLE on  
March 1, 8, 15, 22, and 29, 2018  
(Thursdays) to show your support.**



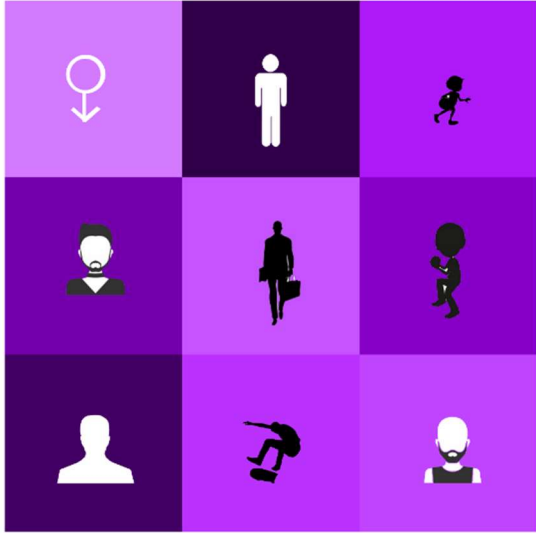
## Why wear PURPLE?

### Women and Girls

I am a woman  
I am a girl  
I am proud to be one  
I know my rights  
I will not allow anyone  
to violate my rights  
I am empowered  
I will help other women  
and girls to empower  
themselves



# Men and Boys



I am a man

I am a boy

I know that women and girls are my equal

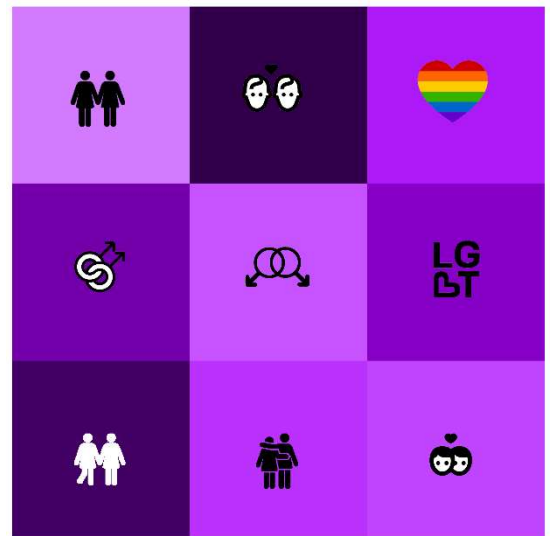
I respect the rights of women and girls

I will not condone any form of violence against women and other gender-based violence

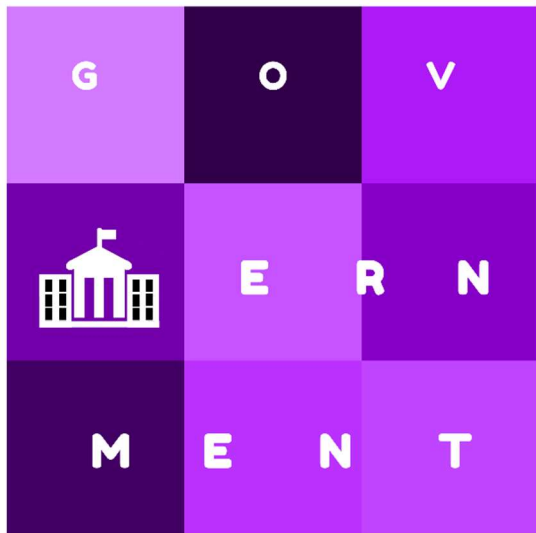
# LGBT Community

Every step in advancing women's rights is also a step towards advancing our rights.

We support women's rights issues and we are one in calling for inclusive development for all.



# Government



We welcome and serve everybody, regardless of sex, age, ethnicity, religion, and political belief or affiliation.

Our programs and services address the issues and support the needs of women in their various roles at work, family, and community.

# Private Sector and Non-government Organizations

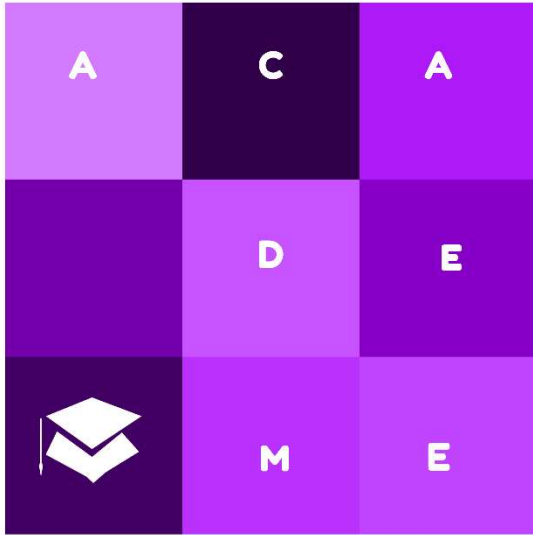
We support and advance women's rights and gender equality.

We address gender-based violence and discrimination.

We contribute to women's economic empowerment.



# Academe



We foster an environment that does nurture the minds and intellects of our students, faculty and staff.

We ensure their safety from harassment and gender-based violence.

We take the lead in breaking gender stereotypes by ensuring that our curricula, materials, and methods of teaching are gender-sensitive.

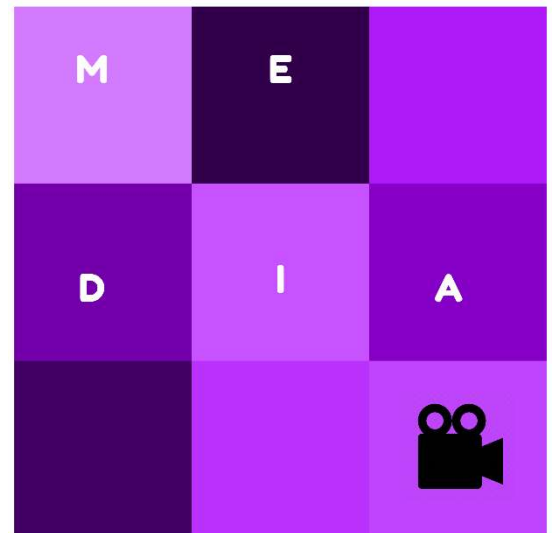
# Media

We are responsible agents of truth, accuracy, and fairness.

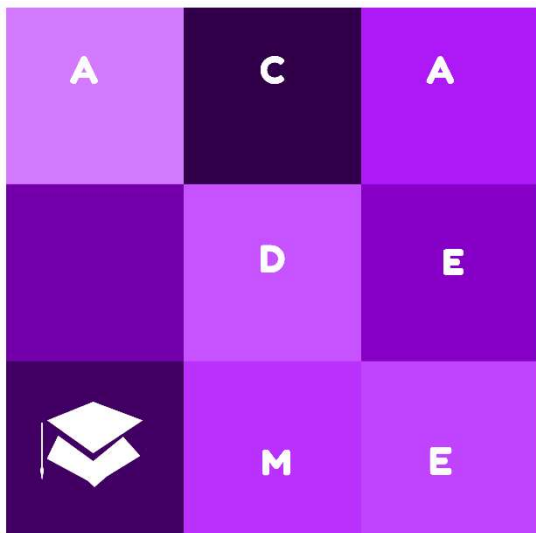
We are responsive to the sensitivities of the subject of our reports.

We use gender-fair language in our reports and communications.

We promote the positive portrayal of women in media.



# Thought Leaders



We shape the minds of people to become critical thinkers.

We will use our influence to challenge sexism and gender biases and stereotypes.

We will promote positive change and help transform norms and culture into one that enables gender equality and women's empowerment.

