



## PRESS STATEMENT

### “The Run” – International Women’s Day Celebrations 2014

07 March 2014

On March 7, 2014, Hope for Women will commemorate International Women’s Day celebrations by hosting a banner relay, “The Run”, on the streets of Male’.

Women’s day is marked on 8<sup>th</sup> of March annually, through various events to inspire and celebrate achievements received by women worldwide. On this day women from diverse activities are connected through a range of activities, political rallies, conferences, government activities, local women’s craft markets, theatric performances and many more.

To mark this year’s international women’s day, Hope for Women organized “The Run”, which is an initiative of the youth volunteers at Hope for Women, and was implemented with the partnership of Sikandharu Boduberu Group, Habeys Boduberu Group, Capital Radio, Power Horn, Youth Volunteers Network, m.a.d. runners, schools and with the sponsorship of Modest Private Limited and All Sports.

“The Run” kick-starts at 4:00 PM at the Artificial Beach with two teams of runners, with the teams taking opposite routes to the Social Center, and then heading back to the Artificial Beach via Majeedhee Magu. Each team will carry two banners with key messages on them.

The messages imprinted on the banner of “The Run” are designed to inspire women around the country to stand up for their rights, and to enlighten the public on the equivalent chances of women in society. Thus, the event “The Run” is an inspiring event which also symbolizes that men stand firmly to support women in their struggle of life and we stand together to empower women.

Whilst the banner relay is ongoing, live performances will be held on the Artificial Beach by Habeys Boduberu group, Sikandharu Boduberu group and an all- girl’s Boduberu group along with a performance by the Youth Volunteers Network.

The entertainment activity to be held at Artificial beach is to highlight the introduction of the all girl’s Boduberu group accompanied by two well-known and established Boduberu groups of Maldives.

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