

Press Release

**Promoting gender awareness through art:
Launch of Postcard Campaign on the "Woman"**

The Delegation of the European Union to Sri Lanka and the Maldives in collaboration with the Embassy of Switzerland and Agenda 14 will launch a Postcard Campaign on the "Woman" on 16th June 2015 at 3pm at the post-box near the public library, Colombo 7. This activity is one of many such initiatives that the Delegation of the European Union has embarked upon to protect and promote gender equality. The campaign will be launched by the Ambassador to the European Union H.E. Mr. David Daly and the representative from Embassy of Switzerland by posting the first postcard.

In March 2014, 'Woman' poster competition and the exhibition were held as a collaborative initiative of the Delegation of the European Union, Embassy of Switzerland and Agenda 14. The five selected posters from the poster exhibition have been reproduced as postcards. They aim to create awareness on women's rights through open campaign in public transports where travellers are given gender awareness postcards which they may send to their family and friends. The theme of the postcards reflects the role of women in the political, economic and social spheres, namely *participation in public life, economic empowerment, women's rights as human rights and gender based violence*.

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