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For immediate release

## **PROMOTING HEALTH, EMPOWERMENT AND EQUALITY AT MELBOURNE SPRING FASHION WEEK**

This year, Women's Health Victoria will launch a campaign to promote health, empowerment and equality for women at Melbourne Spring Fashion Week (3 – 9 September 2012).

Women's Health Victoria's presence at Melbourne Spring Fashion Week includes an outdoor advertisement and social media campaign focused on the following the key statistics:

- Body image is the number one worry for women under 25.
- 1 in 3 women experience physical assault in their lifetime.
- Women earn 17% less than men.

Health, empowerment and equality for women will be promoted through Women's Health Victoria's website, facebook and twitter.

Executive Director of Women's Health Victoria, Rita Butera, says 'Studies have shown that young women today are exposed to more images of "outstandingly beautiful" women in a day than their mothers were over their entire adolescence.'

'Body image is the top personal concern for young women under 25. However at Melbourne Spring Fashion Week this year, Women's Health Victoria will be spreading the message that women can be healthy, empowered, and equal', Ms Butera said.

Women's Health Victoria is a statewide women's health promotion, information and advocacy organisation. Our vision is to see women living well – healthy, empowered and equal.

- Ends -

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