



Tuesday 7 March 2012

EMBARGOED until Wednesday 8 March 2012

## **STILL A LONG WAY TO GO ON INTERNATIONAL WOMEN'S DAY**

On International Women's Day on Thursday 8 March, Women's Health Victoria is calling for women to remain vigilant so that the gains that have been made by women in Victoria are not lost.

Executive Director of Women's Health Victoria, Rita Butera, says, 'This is a day of celebration for women, but we still have a long way to go.

'We have to make sure that we don't take progress towards gender equality for granted', said Ms Butera.

'At Women's Health Victoria, we remain concerned about representations of women in our society, like what we see in music videos and advertising. These objectify women, reduce their worth to appearance, and fail to reflect the diversity of women,' she said.

Images like this impact on women's health and wellbeing and contribute to a broader culture of sexism in which violence against women is prevalent, eating disorders are pervasive, and women are still campaigning for equal rights.

'We also need more men to advocate for gender equality,' said Ms Butera. 'Women and men need to challenge the sexism we see around us and work together towards equality. Only then will we see real change.'

- Ends -

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