Press Release

For Immediate Release

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HeForShe Campaign launched with men leaders in Bangladesh take a stand for gender equality

Dhaka, Bangladesh – Nine male leaders in business, politics, diplomacy, sports, arts, academia, youth advocacy, media, development sectors declare their support to advance gender equality at the launch of UN Women's global campaign HeForShe.

In celebration of International Women's Day these men are creating awareness by making a concrete pledge and stepping up their actions to end inequalities in Bangladesh. The launch is supported by Ambassador Johan Frisell of Sweden who also gives his personal commitment: "I will support development projects that give equal and increased opportunities for women on the labour market in Bangladesh." He believes that the struggle for gender equality cannot only be a matter for women. Without the commitment of men it will never succeed.

Other men leaders are Member of the Parliament and President of Inter-Parliamentarian Union Saber Hossain Chowdhury; professional golfer Siddiqur Rahman; film director Khalid Mahmood Mithu; fellow Dr. Debapriya Bhattacharya at the Centre for Policy Dialogue; Jaago Foundation Founder Korvi Rakshand; Editor of *Prothom Alo* newspaper Matiur; UN Resident Coordinator and UNDP Representative Robert D. Watkins and Vice President of BGMEA and Managing Director of Classic Group Ltd BGM Mohammed Shahidullah Azim.

"This campaign can be an important force for change, helping to achieve equal rights for women and men in Bangladesh. UN Women is very encouraged to see men who are role models and leaders in their communities taking steps to end injustice and challenging other men to do the same. By committing to purposeful action and standing in solidarity with women, men can help put gender equality at the centre of development and growth," Christine Hunter, UN Women Representative in Bangladesh.

HeForShe is a solidarity movement for gender equality developed by UN Women to engage men and boys as advocates and agents of change for the achievement of gender equality and women's rights. HeForShe was launched in New York at the United Nations Headquarter by Secretary-General Ban Ki-moon, UN Women Executive Director Phumzile Mlambo-Ngcuka and acclaimed actor and UN Women

Goodwill Ambassador Emma Watson.

In series of International Women's Day celebrations, seven prominent women in Bangladesh lent their voices to perform a reading of the documentary play "Seven" play at the Chhayanaut Theatre. The play captures the stories and the courage of women's rights activists from Russia, Pakistan, Nigeria, Northern Ireland, Afghanistan, Guatemala and Cambodia. The 7 documentary play was organized by UN Women Bangladesh and its partners ActionAid Bangladesh, Hedda Produktion AB and Vital Voices.

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Note to Editor:

About UN Women
UN Women is the UN organization dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. For more information: asiapacific.unwomen.org

About HeForShe
HeForShe is a solidarity movement that calls upon men and boys to stand up against the persisting inequalities faced by women and girls globally. The campaign strengthens the support for women's rights as human rights by enlisting the support of men and exhorting them to put themselves forward as advocates for gender equality. For more information, visit www.heforshe.org