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MEDIA RELEASE For immediate distribution

Challenging Gender Stereotypes Student Design on a Bus Artwork Competition

The Gippsland Launch of the 'Challenging Gender Stereotypes'- Student Design on a Bus Art Work Competition was hosted by Wellington Shire Council at the Port of Sale on Thursday 21st November.

520 Students from 23 Gippsland Respectful Relationships schools entered the art competition with the theme 'Challenging Gender Stereotypes'. 376 posters were received. 7 finalists' art work will be displayed on the side of buses in Wellington, Latrobe and Baw Baw thanks to funding from the Latrobe Health Assembly, Wellington Shire and Baw Baw Shire, and participation by the local bus companies – Littles, Warragul bus line and Latrobe buses. The art work will also be reproduced as posters and displayed across Gippsland during the 16 Days of Activism Against Gender Based Violence which runs from the 25th November; the International Day for the Elimination of Violence Against Women to the 10th December; Human Rights Day. It is a call to action to act now to prevent and eliminate violence against women and girls.

The designs will help promote and normalise gender equality through challenging gender stereotypes and roles in public and private life.

Quote attributable to Gippsland Women's Health CEO, Fiona Owen

"Rigid gender stereotypes and inequality shape poor health outcomes for everyone. So let's all get on the bus and challenge gender stereotypes to create a fairer and more respectful Gippsland for everyone".

–ENDS

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