**PRESS RELEASE [for immediate release]**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Girl Guides and Girl Scouts mark International Women’s Day with ‘ChooseToChallenge’ messages**

**(City, Country)** – On 8 March, as many as 10 million girls from 152 countries will stand together to celebrate International Women’s Day, including groups around [COUNTRY NAME].

The moment coordinated by [World Association of Girl Guides and Girl Scouts](http://www.wagggs.org/) (WAGGGS), the charity of choice for [International Women’s Day](https://www.internationalwomensday.com/) (IWD), marks a global call for ending gender bias, discrimination and inequality around the world.

The 2021 IWD theme is “ChooseToChallenge” with girls and women across the Girl Guiding and Girl Scouting Movement, sharing what and how they will choose to challenge injustices they face.

From climate change to plastic pollution, period poverty to malnutrition, the world is facing huge challenges.

As members of the world-leading Movement for girls and young women, they are determined to transform challenge into change.

This includes Girl Guides from [country name] [details], like [put girl a’s name here] from [location].

“...........................,” she said.

“....................................................................”

[put girl b’s name here] comes from X, in X.

“...........................,” she said.

“...............................................”

International Women’s Day has been celebrated since 1945; that’s girls and women celebrating a global sisterhood and choosing to challenge together for over 75 years.

The Girl Guiding and Girl Scouting Movement is as important today as it ever has been. Women and girls are still discriminated against every day for simply being themselves; they are under-represented in Science, Technology, Engineering and Math at school, university and in work, and as the World Health Organisation reported the violence they suffer is [“a global health problem of epidemic proportions”](https://www.who.int/mediacentre/news/releases/2013/violence_against_women_20130620/en/).

Anna Segall, Chief Executive Officer at WAGGGS said: “Our partnership with International Women's Day is part of our story, and one which we hold very dear. It provides us with a platform and opportunity to celebrate the achievements of girls and women in our Movement but also to come together across sectors, to raise awareness of the need for greater progress on gender equality. We are thoroughly looking forward to sharing what our Girl Guides and Girl Scouts will Choose to Challenge this year.”

WAGGGS is also running a [global IWD event](https://www.eventbrite.com/e/listen-to-girls-tickets-138905603399) on Sunday 7 March at 2pm (GMT), to share the voices and experiences of thousands of girls and young women who have participated in U-Report youth consultations over the past years. The young women leading the panel will discuss the results of these consultations and challenge decision-makers to listen to girls.

---------------------------------------------------------ENDS--------------------------------------------------

**For more information, quotes, photos or interviews please contact:**

**Country** – NAME, POSITION

GUIDE COUNTRY

Phone:

Email:

**NOTES TO EDITORS**

**About World Association of Girl Guides and Girl Scouts**

The World Association of Girl Guides and Girl Scouts (WAGGGS) is the largest voluntary movement dedicated to girls and young women in the world. Supporting over 10 million girls and young women in 152 countries, we help them to take the lead in their lives, driving change on the issues that matter to them. Whether that’s campaigning to end violence against women and girls, mitigating the impacts of climate change or helping their communities respond to COVID-19, we empower girls and young women to achieve their fullest potential as responsible citizens of the world. [www.wagggs.org](http://www.wagggs.org/)

**U-Report Global**

U-Report is a mobile and youth empowerment platform created to gather young people’s views and opinions.

WAGGGS and UNICEF have [partnered together](https://www.wagggs.org/en/what-we-do/u-report/) to provide this safe online space for girls and young women to speak about the issues they care about via Facebook Messenger, Viber or Whatsapp. Through U-Report polls, WAGGGS amplifies the voices of the world’s girls by inviting them to engage on questions related to their lived experiences, as well as their hopes and visions for a better future for all young people. www.ureport.in

**About [Name of your Guiding Association goes here]**

[Tell them about your Association]