

Ladies and Gentlemen,

On, I noticed at/in.....your advertisement for.....

As a woman, I am writing to express my indignation about this advertisement.

Are you aware of the fact that violence towards women constitutes by far the most frequent violation of human rights? An issue often being ignored – yet, since decades homes exist for battered women and children, taking refuge from the dangers of violence, sexual intimidation .

Even on a private level these are criminal acts, oftentimes not recorded due to the economic dependence of many women on their partners. This sex-oriented, domestic violence is closely connected with lack of respect towards and equality of women in the awareness of society.

Through sexualized language and advertisements, through misuse of the female body as advert-gag for the greatest variety of products, this lack of equality is being reinforced and encouraged very subtly and, with it, not only the domestic violence against women but also the abuse of children. I, therefore request that you take responsibility by paying close attention to your choice of advertisements .

Therefore, it is of paramount importance to withdraw, with immediate effect, the advert mentioned above.

A reply to this letter would be greatly appreciated.

Name:

Address:

WOMEN'S DIGNITY IS SACROSANCT.

Excerpts of the Preamble of the Universal Declaration of Human Rights:

- Whereas recognition of the inherent dignity and of the equal inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world,...
- Whereas the peoples of the United Nations have in the Charter reaffirmed their faith in fundamental human rights, in the dignity and worth of the human person and in the equal rights of **men and women and have determined to promote social progress and better standards of life in larger freedom**,...

(C) 2008
Elisabeth Riedl,
wfwpeurope@gmail.com
www.womenaspeacemakers.org

Lilly Gundacker
lilly.austria@flashbox.at
www.herzundhand.at

WFWP Europe



A call to action by
the Women's
Federation for
World Peace



WFWP Europe

www.wfwp.org

**Let us bring back to full,
human awareness the
original value and the
original beauty of woman!**

Prostitution and human trafficking for sexual exploitation constitute violence against women. Therefore, they are absolutely irreconcilable with the dignity and value of the human being, the maintenance of which is guaranteed by International Human Rights.

Today's criminal statistics prove that domestic violence is on the rise. The majority of those who suffer from it, not only need help in an acute crisis but consistent support. Their children, too, require changes in order to be able to live as free from violence as possible. In particular the representation of women as portrayed through advertisements and the media brings about a controversial human image which tends to degrade the value of the feminine.

The Women's Federation for World Peace issues an appeal, via this leaflet, to women and men who want to prevent that under the guise of the need to increase turnover through advertisements not only a product is being advertised but, much more, the dignity of women is being undermined and violated. It is through these means that, the unobstructed exploitation of human beings has been encouraged, who, as unique creations, possess universal value and deserve to be respected accordingly. Violence towards women on the worldwide level is the most frequent violation of human rights

"I call on men around the world to lead by example: to make clear that violence against women is an act perpetrated by a coward, and that speaking up against it is a badge of honour. I call on Member States around the world: the responsibility, above all, lies with you. I call on all of you to pledge with me: United We Shall Succeed."

Statement by Secretary-General Ban Ki-moon launching global campaign to end violence against women, 25 February 2008

"As unimaginable as it seems, slavery and bondage still persist in the early 21st century. Millions of people around the world still suffer in silence in slave-like situations of forced labor and commercial sexual exploitation from which they cannot free themselves. Trafficking in persons is one of the greatest human rights challenges of our time." U.S. State Department Trafficking in Persons Report, June 2003

UNESCO declaration on the contribution of women to a Culture of Peace:

"Only as women and men together in equality and partnership can we overcome the difficulties, silence and desperation and secure the understanding, political will, creative thinking and concrete activities which are necessary for global transition from a culture of violence to a Culture of Peace."

The United Nations declared the Decade of the Culture of Peace and Non-violence for the children of the world. This is a world based on a new form of life where every man and woman can live in dignity

We can contribute to this new way of life.

Please contact:

(C) 2008
Elisabeth Riedl,
wfwpeurope@gmail.com
www.womenaspeacemakers.org

Lilly Gundacker
lilly.austria@flashbox.at
www.herzundhand.at