

*Promoting Gender Equality, Equity and Women's Empowerment*

November 4, 2020

Dear Stakeholders:

Each year Belize joins the rest of the world world in observing 16 Days of Activism against Gender-based Violence which marks three important international observances: *The International Day to Eliminate Violence Against Women (November 25)*, *World AIDS Day (December 1)* and *Human Rights Day (December 10)*. This year marks the 29th year of the Campaign, initiated in 1991 involving a wide array of organizations; both government and non-government, the private sector, networks, and individuals who focus on gender-based violence as a critical issue worldwide. In Belize, the campaign seeks to galvanize support in an effort to raise awareness and collective action to end violence against women and girls.

This year's theme is “**#ORANGEBELIZE: RESPOND, PREVENT, COLLECT and EMPOWER!**” invites everyone to play a role in the fight against Gender-based Violence. It reiterates the multi-sectoral approach to respond and prevent gender based violence, the collection of data to inform policy and programs as well as to ensure ongoing training for duty bearers and educational campaigns for all Belizeans.

The 16 Days of Activism Planning Committee is inviting **all organizations, businesses, corporations, schools, ministries and departments** to play a role in the efforts to reduce and ultimately eliminate violence in Belize by using the **colour orange** to decorate your physical spaces (offices, buildings, work vehicles etc.) and your virtual spaces (social media platforms). You can also organize activities for the staff and students during this period (November 25-December 10). The official colors of the campaign are **Orange and White** designated by UN Secretary General Ban Ki Moon as part of the *Unite Campaign to End Violence against Women and Girls* and advocate for peace within our homes and communities.

***As a partner in this fight against gender-based violence, we would like you to consider offering discounts during the 16 Days of Activism on all your orange-coloured products.***

We ask you to consider these initiatives and partner with us by choosing to be proactive in the efforts and spread awareness against Gender-based Violence in Belize. If you host an event of any nature, share it with us so it can be promoted. If you have any questions or concerns, feel free to contact me.

Looking forward to your response.

Respectfully,



Eleanor Murillo  
Program Officer