



## NEWS

# BCGEU and BC Lions join forces to break the silence on violence against women

19 Jul '12

The BCGEU is pleased to announce its sponsorship of the BC Lion's program, *Be More Than a Bystander*, which is aimed at ending violence against women. It includes a media campaign of public service announcements featuring BC Lions talking about the way negative attitudes form the basis of violence against women, and an appeal for BC Lions fans to show respect for women and girls.

Going forward, the campaign will feature BC Lions players facilitating workshops for high school students around B.C. They'll use the workshops to raise awareness about harassment, abuse, gender based violence and respectful relationships. The Ending Violence Association of BC (EVA BC) is a lead coordinator of the program along with the BC Lions.

"Our partnership with EVA BC, the BC Lions and the *Be More Than a Bystander* program was a natural fit. As a labour organization, it's important for the BCGEU to raise public awareness and encourage men of all ages to speak out against violence against women. We also see it as a way to honour the ongoing work of our members in community social service agencies who support and assist those impacted by violence," said BCGEU Treasurer and Women's Committee chair Stephanie Smith.

The BCGEU will use some of the promotional opportunities to give a chance for the clients of many of the agencies where our members work to attend a football game, some for the first time.