



AFRICAN RENAISSANCE AND DIASPORA NETWORK

Press Release

Ethiopia Launch of the ARDN Red Card Campaign against Violence and Discrimination against Women and Girls:

The ARDN Red Card

Dakar, November 27, 2020

The African Renaissance and Diaspora Network (ARDN) will launch the “Red Card” campaign on Friday, December 04, in Addis Ababa, Ethiopia. This campaign aims to draw the attention of policy makers, civil society and all citizens of the world to violence against women and girls. The ceremony will take place from 8:30 a.m. to 12:30 p.m. in the Conference Room of the United Nations Economic Commission for Africa in the presence of many ARDN partners from the United Nations, civil society and other private and public organizations.

“We still live in a world where women and girls are not respected as equal members as of the human family – our sisters, mothers and daughters continue to face unequal opportunities, gender based violence and danger, and constraints against making their own choices about their minds and bodies,” said Djibril Diallo, President & CEO of ARDN. “We envision a world where the rights and potential of all people are equally uplifted, respected and preserved, and where women and girls are able to make real choices in all aspects of their personhood.”

Violence against women in all its forms has become a major concern of our time. Not a single day goes by without violence or discrimination against women in America, Asia, Europe and Africa.

In March 2020 ARDN launched a global "Red Card" campaign to end all forms of discrimination and violence against women at a special meeting at the United Nations Headquarters in New York City. The goal is to collect a minimum of one million signatures by the 2022 World Cup in Qatar. The link to sign the petition is www.redcardpledge.com

The specific objectives of this campaign are, among others:

- Maximize the visibility of the challenges faced by women and girls, and develop strategies to meet them.
- highlight the importance of men as strong allies for gender equality and the empowerment of women and girls.
- Create and formulate solutions, initiatives and opportunities to achieve a better and more equitable world.

About ARDN

The African Renaissance and Diaspora Network (ARDN) serves as a coordinating body that strives to unite the efforts of individuals and organizations with one goal: to support the advent of the African renaissance by fostering unity between African nations and all peoples of African origin. ARDN has been active as an informal organization since the

1990s. It has been recognized by the United States government as a tax-exempt public charity under Section 501(c)(3) of the United States Internal Revenue Code. ARDN has consultative status, formal association, and implementing partner status with various United Nations system entities.

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