



**Centro Antiviolenza CERCHI D'ACQUA Selected as Finalist for Avon Global Communications Awards for Exemplary Messages to Reduce Violence Against Women
in Recognition of International Women's Day**

"MAN VS. WOMAN: STOP THIS MATCH" Campaign named finalist for Break the Silence Award for work on

"The voice of a famous rugby player breaking the silence on gender violence using metaphors from the language of sport"

Milan, Italy (March 6th, 2014) – In recognition of International Women's Day, Centro Antiviolenza CERCHI D'ACQUA was selected as a finalist for the 3rd annual [Avon Communications Awards: Speaking Out About Violence Against Women](#) for its outstanding work on **"MAN VS. WOMAN: STOP THIS MATCH"** Campaign to bring attention to the need to end violence against women.

Centro Antiviolenza CERCHI D'ACQUA is one of 20 global organizations to be chosen as a finalist for the prestigious awards, which recognize outstanding communications campaigns that are helping change communities, policies, institutions and behaviors to end violence against women. The five winning organizations will be chosen by an expert panel of judges and announced at the end of March. Each will receive a US \$5,000 grant from the [Avon Foundation for Women](#) to fund the continuation of their work.

The top finalists were selected from more than 870 submissions to the [Communications X-Change](#) by 303 organizations in 78 countries, ranging from Albania to Nicaragua to Vietnam. The Communications X-Change is a digital global communications library that enables organizations and advocates throughout the world to find, share, and learn from the best communications material focused on ending violence against women and children. The Communications X-Change was developed and is managed by [Futures Without Violence](#) and funded by the Avon Foundation.

"The Avon Communications Awards are casting a spotlight on issues that affect one in three women across the globe," said Carol Kurzig, Avon Foundation for Women President. "Communication and education are critical elements to ignite bystanders into action, and without public awareness and education, bystanders often do not intervene to help in abusive situations. We congratulate them on their selection as a finalist from a very competitive selection process with so many outstanding entries."

"We commend Centro Antiviolenza CERCHI D'ACQUA for their innovative use of communications to prevent and ultimately end violence against women and children in every corner of the world," said Esta Soler, Futures Without Violence President and Founder. "Since the launch of the Communications X-Change, we've been continually impressed by the creativity and caliber of the submissions. These

campaigns are an inspiration to the violence prevention community across the globe and a catalyst for change.”

The finalists and descriptions of awards are included below:

INNOVATIVE CAMPAIGN AWARD:

The Innovative Campaign Award recognizes innovative and original approaches to presenting messages about ending violence against women and girls through the best information technology, including mobile technology.

- [Hollaback Philly](#), a project of Feminist Public Works (USA)
- [Search for Common Ground](#) (Democratic Republic of the Congo)
- [Cause Vision](#) (Vietnam)
- [SafetiPin](#) (India)

BREAK THE SILENCE AWARD

The Break the Silence Award recognizes communications campaigns that effectively encourage people to step in to help or speak out against violence against women to promote a shift in attitudes or practices at the individual, family or community level.

- [Cerchi D’Acqua](#) (Italy)
- [U.Z.O.R. Association - Family Assistance Association Rijeka](#) (Croatia)
- [The NW Network of Bisexual, Trans, Lesbian and Gay Survivors of Abuse](#) (USA)
- [ChildFund International](#) (Indonesia)

COMMUNITY CHANGE AWARD

The Community Change Award recognizes campaigns on ending violence against women and girls that involve the participation of both women and men, or girls and boys, to develop solutions to violence and discrimination against women and girls.

- [Chayn](#) (Pakistan)
- [Red de Masculinidad por la Igualdad de Genero](#) (Nicaragua)
- [Instituto Promundo](#) (Brazil)
- [ActionAid Mozambique](#) (Mozambique)

OUTSTANDING GOVERNMENT COMMUNICATION AWARD

The X-Change Award for Outstanding Government Communication recognizes a Government or its responsible Ministry or Department, whether national, regional or local, for communications efforts and campaigns to end violence against women and girls. It highlights the essential role that Governments play to end discrimination and violence against women and girls.

- [New York City Mayor’s Office to Combat Domestic Violence](#) (USA)
- [The Domestic Violence Resource Centre of Victoria](#) (Australia)
- [The Rape Crisis Scotland](#) (UK)
- [Community Development Center "Today for the Future"](#) (Albania)

GLOBAL AWARD FOR EXCELLENCE IN COMMUNICATION

The Global Award for Excellence in Communication recognizes a campaign from an international NGO in the violence against women arena that is global, multi-year, and creates approaches and messages that may be easily adapted in other countries.

- [The Association of Women for Action and Research \(AWARE\)](#) (Singapore)
- [Puntos de Encuentro](#) (Nicaragua)
- [Ending Violence Association of British Columbia \(BC\)](#) (Canada)
- [UN Women, Regional Office for Arab States](#) (Egypt)

To view the 20 finalists' campaigns and other educational information about gender-based violence, please visit: <http://xchange.futureswithoutviolence.org/pages/communicationsawards>

In addition, as part of the Avon Foundation's celebration of International Women's Day efforts, Avon Foundation Global Ambassador Fergie will launch **The Institute on Violence Against Women** on March 20, at the U.S. Department of State. The [Global Partnership to End Violence Against Women](#) is a new initiative with the Department of State, Vital Voices and the Avon Foundation for Women. The Institute will launch in 2014 in India, Mexico, Nepal and South Africa, and will provide training to facilitate a holistic response to addressing violence against in women. Despite the existence of policies and statutes that can protect women and prevent impunity, very few countries are effectively implementing their legislative tools, leaving victims unprotected and perpetrators unaccountable. Institute participants will include local NGOs, law enforcement officers, prosecutors, judges, and government-based service providers.

For more information about Avon's efforts to end violence against women around the world follow us on Twitter at @avonfoundation #AvonSpeakout #IWD.

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About Avon's Speak Out Against Domestic Violence Program

Avon and the Avon Foundation for Women launched [Speak Out Against Domestic Violence](#) in 2004 to support domestic violence awareness, education and prevention programs aimed at reducing domestic and gender violence, as well as direct services for victims and their families. Through 2013, Avon global philanthropy has donated nearly \$58 million to support violence against women programs, services and education. Globally, Avon supports efforts to end violence against women in nearly 50 countries by raising funds through special product sales, and educating women around the world through its army of more than 6 million Avon Representatives.

Futures Without Violence

For more than 30 years, Futures Without Violence has led the way and set the pace for innovative educational programs, public action campaigns, policy development, and leadership training designed to end violence against women, children, and families around the world. Providing leadership from offices in San Francisco, Washington D.C. and Boston, Futures Without Violence invests in the power of those affected by violence and brings individuals and communities together to create positive solutions. Instrumental in developing the landmark Violence Against Women Act passed by the U.S. Congress in 1994, Futures Without Violence has established a Global Center for Leadership and Action that will engage today's diverse national and global leaders, stand with survivors, and continue working to break the silence around gender-based violence.

About Centro Antiviolenza CERCHI D'ACQUA

An anti-violence center located in Milan, Italy. Born in 2000 as a nonprofit organization, it belongs to the national association of anti-violence centers and women shelters: D.i.Re (Donne in Rete contro la violenza – Women in Network against Violence). It addresses gender violence, domestic violence in particular. 8410 were the women who turned to Cerchi d'Acqua over the period 2001-2013 receiving support to end violence. The center offers free supportive services such as a helpline, interviews to design individual projects, legal advice, psychological support and psychotherapies, self-aid groups, job orienting. It also provides education and information services within the frame of prevention and awareness raising activities.