

FOR IMMEDIATE RELEASE

GWI celebrates International Day of the Girl Child by Launching the My Two Cents for Girls' Education: Girls are Worth It Campaign

Geneva, Switzerland, 11 October 2017 – International Day of the Girl Child (Day of the Girl) is celebrated annually on 11 October to highlight issues concerning gender inequalities faced by girls worldwide. This year's theme is EmPOWER Girls: Emergency response and resilience planning¹.

On this occasion, Graduate Women International (GWI) draws attention to the inaugural *My Two Cents for Girls' Education: Girls are Worth It* campaign. The campaign aims to draw attention to the strength, vitality and potential of girls and to emphasize that the education of girls is frequently overlooked and ignored, particularly in the second decade of life, when girls are too old to be protected as children and too young to assume the full rights of adults. GWI is taking action for girls and calls on governments and all global citizens to embrace the importance of 2030 Agenda and Sustainable Development Goals (SDGs) 4 and 5² that together are to ensure inclusive and quality education for all and promote lifelong learning (SDG4) and achieve gender equality and empower all women and girls (SDG5).

"Girls are one of the most powerful change agents in the world and GWI continues to recognize their rights and uplift our collective voices so girls' voices everywhere are heard. Educated girls help us drive positive change in their families, their communities, and the world over, say Geeta Desia, GWI President.

At the United Nations in September 2015, governments reached a milestone when they committed to the SDGs which provide an uncompromising focus for policy makers on sustainable development for all. On this day, GWI recalls previous milestones on the road to gender equality³ and we declare that progress has frozen. With the *My Two Cents for Girls' Education: Girls are Worth It* campaign, GWI invites governments, policy makers and communities to put girls at the center of sustainable development efforts to invest in girls. This includes ensuring that all girls attend secondary school, have access to drinking water and sanitation, access to family planning, protection of girls from domestic and public violence, ending of child marriage, placing value on unpaid care and domestic work, access to digital technology and financial literacy opportunities. Unless greater attention and care are provided for the world's girls, States risk falling short of their commitments to reach the sustainable development targets by 2030.

The inaugural GWI *My Two Cents for Girls' Education: Girls are Worth It* campaign will be held 11 October 2017. We invite all media and global citizens and leaders worldwide to follow us on social media this day to read and share what GWI is saying about girls at these links:



Graduate Women International (GWI) is a membership-based international NGO based in Geneva, Switzerland, with presence in over 60 countries. Founded in 1919, GWI is the leading girls' and women's global organisation advocating for women's rights, equality and empowerment through access to quality education and training up

¹ Previous themes include Empowering Adolescent Girls: Ending the Cycle of Violence Innovate 2Educate;
https://www.unicef.org/gender/gender_IDG2017.html

² <https://sustainabledevelopment.un.org/sdgs>

³ including the Beijing Declaration and Platform for Action (1995) and the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW 1979).

to the highest levels. GWI is in special consultative status with ECOSOC since 1947 and is an NGO maintaining official relations with UNESCO and ILO.

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