International Day of the Girl calls for celebration and global action on girls' rights

October 10, 2013

Toronto, ON (RPRN) 10/10/13 — October 11, 2013 will mark the second International Day of the Girl and Plan Canada is encouraging all Canadians to join in and celebrate the day through a series of public events and activities in communities across the country as well as show their support online.

“This day came together because of a social movement and push for action on girls’ rights led by everyday Canadians so it really is a day that everyone can own and participate in,” says Paula Roberts, Executive Vice-President with Plan Canada. “Whether it’s wearing a **Because I am a Girl** t-shirt in your school or workplace, joining Day of the Girl activities in your community or online, or simply watching the world ‘go pink,’ this is a day you can shape in your own way while still joining in solidarity with people across the world.”

In 2009, Plan Canada led an extensive two-year campaign that engaged thousands of Canadians in a call for an International Day of the Girl as part of its **Because I am a Girl** initiative – a global initiative to end gender inequality, promote girls’ rights and lift millions of girls, and everyone around them, out of poverty. The day was officially declared by the United Nations in 2011 andthe world marked the very first International Day of the Girl last year. This

year promises even more ways for Canadians to celebrate and advocate for girls' rights.

Plan Canada's Day of the Girl events and activities include:

- A vibrant 3D-styled interactive installation at the **St. Laurent Centre in Ottawa** from October 9 to October 11. Free and open to all members of the public, this unique creation will invite passersby's to become part of a picture that delivers a powerful message about every girl's right to an education. Canadian Olympic Champion and **Because I am a Girl** celebrated ambassador Jenn Heil will also participate in the installation on October 10.

- Multiple screenings across Canada of *Girl Rising* a ground-breaking film that tells the stories of 9 brave girls from around the globe who've had to confront and overcome adversity in their lives. Narrated by leading celebrities like Alicia Keys, Freida Pinto, Anne Hathaway and Meryl Streep, this film demonstrates how educating girls can change the world. Proceeds from this event and other screenings across the country will support **Because I am a Girl**. Check **becauseiamagirl.ca** for screening times and locations.

- To celebrate online, you can share your own Day of the Girl messages and photos using the hashtag **#DayoftheGirl**. Or join Plan Canada's **"Raise Your Hand for Girls' Education" Facebook Campaign**. This quick and easy Facebook app lets you virtually "raise your hand" in support of girls' education along with millions around the world. Find the app at becauseiamagirl.ca/raiseyourhand

- Monuments around the world will also be lit up in pink to commemorate

the day. Here in Canada the legislative buildings in the Northwest Territories and British Columbia, Niagara Falls**,** Toronto's CN Tower,and Newfoundland's CabotTower are just a few iconic monuments that will be "pinkified" on October 11.

While Plan Canada will play host to a number of events, a digital Day of the Girl Celebration Toolkit is available on **becauseiamagirl.ca** to help people come up with their own ways to mark the day.

"It's been inspiring to see the buzz online and hear from people across the country who have decided to hold their own Day of the Girl events," adds Paula Roberts. "With so many girls in the world denied access to an education and facing so many other barriers because of their gender, this is as much a day of celebration as it is a day to take some action, no matter how small, that demonstrates that girls everywhere deserve to have their human rights respected and protected."

With an estimated 65 million girls worldwide out of school and denied an education due to poverty, violence and discrimination, Plan Canada looks to this second International Day of the Girl as an added opportunity for Canadians to join the world in a global call to action on prioritizing quality education for girls. Plan's research has also shown that supporting girls' education is one of the single best investments that governments and nations can make to help end global poverty and advance the rights and opportunities of girls.

Plan will release its 7th annual Because I am a Girl State of the World's Girls Report called "In Double Jeopardy: Adolescent Girls and Disasters" on October 11, 2013, the International Day of the Girl, to bring attention to the significant challenges that girls face during humanitarian emergencies.

About Plan and the 'Because I am a Girl' initiative

Founded in 1937, Plan is one of the world's oldest and largest international development agencies, working in partnership with millions of people around the world to end global poverty. Not for profit, independent and inclusive of all

faiths and cultures, Plan has only one agenda: to improve the lives of children. **Because I am a Girl** is Plan's global initiative to end gender inequality, promote girls' rights and lift millions of girls – and everyone around them – out of poverty. Visit www.plancanada.ca and www.becauseiamagirl.ca for more information.

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