



## MEDIA RELEASE

**FOR IMMEDIATE RELEASE**

**MR# 2020085**

**DATE: 25 November 2020**

**RE: Victoria Square lit in orange in support of the elimination of violence against women**

**AMHERST, Nova Scotia** – The Town of Amherst is showing its support for the elimination of violence against women by bathing Victoria Square in orange light.

In doing so, the town is joining a worldwide effort led by the United Nations to light the world in orange as a reminder that in the year 2020 gender-based violence against women is on the rise.

The town was asked to join the movement by the Zonta Club of Amherst Area.

In making the request, Zonta president Angela Ryan Bourgeois said “violence against women is the most pervasive breach of human rights.”



VICTORIA SQUARE IS BEING BATHED IN ORANGE LIGHT TO SHOW THE TOWN OF AMHERST'S SUPPORT OF THE ELIMINATION OF VIOLENCE AGAINST WOMEN. (TOM MCOAG / TOWN OF AMHERST)

She noted that worldwide more than 800 million women and girls of all ages, levels of education and backgrounds experience violence at home, at work, in public, online and offline.





Bourgeois also noted the days between Nov. 25, which is known around the world as the International Day for the Elimination of Violence against women, and Dec. 10, known as Human Rights Day, are known as the 16 Days of Activism against Gender-Based Violence. In addition, Nov. 25, has been designated as Orange Day.

“The colour orange was picked because it symbolizes a brighter future, one free of violence,” Bourgeois said.

“A world free of violence, especially against women, should be the goal of every citizen,” Mayor David Kogon said. “Lighting up Victoria Square in orange light symbolizes the town’s belief that we must become aware of and work towards the elimination of violence against women.”

Victoria Square will be bathed in the orange light between Nov. 25 and Dec. 10, 2020.

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