

International Women's Day – #ChooseToChallenge Inequality FOR IMMEDIATE RELEASE

Southeast Saskatchewan – International Women's Day is March 8. This day provides an opportunity to reinforce the belief that everyone has a role to play in building a more gender-balanced world. IWD is recognized worldwide as a time to celebrate efforts over the years to attain equality and justice for women and their children.

Every year, thousands of events are held throughout the world to inspire women and celebrate their achievements. This year, Canada's theme for International Women's Day is **#ChooseToChallenge**.

"A challenged world is an alert world," says Juli Dzuba, Envision Counselling Outreach Coordinator. "We've had so much time over this past year to reflect on how we act and think. This is just another opportunity."

Dzuba says challenging inequality can benefit all areas of society. She cites research from the *National Democratic Institute* showing that women in politics raise issues that others overlook, pass bills that others oppose, invest in projects others dismiss and seek to end abuses that others ignore. Challenging gender bias and inequality encourages both young girls and boys to recognize their potential at an early age instead of being discouraged by outdated gender stereotypes.

"We can all choose to challenge and call out gender bias and inequality. And we can seek out and celebrate women's achievements. Collectively, we can all help create an inclusive world," says Dzuba.

To celebrate this day, Envision Counselling will participate in a social media campaign, where individuals can strike the **#ChooseToChallenge** pose. The social media posts will highlight the organization's commitment to challenge inequality, call out bias, question stereotypes, and help forge an inclusive world.

"We encourage Southeast Saskatchewan to join the conversation and share your thoughts with us on Facebook, Twitter and Instagram and tag us @EnvisionCSC," says Dzuba. "From challenge comes change, so we're hoping to see engagement and awareness as people **choose to challenge**."

Envision Counselling and Support Centre has been supporting Southeast Saskatchewan for over 25 years by providing innovative programming and diverse counselling and support services to individuals, couples and families. Individuals looking for more information can find it on Envision's website at www.envisioncounsellingcentre.com.



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A challenged world is an alert world.

We're all responsible for our own thoughts and actions - **all day, every day.**

We can all choose to challenge gender bias and inequality, to seek out and celebrate women's achievements and to help create an inclusive world.

From challenge comes change. Let's all **choose to challenge.**

March 8



International Women's Day

#ChooseToChallenge

#IWD2021

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For more information, or interview requests, please contact:

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