

PRESS RELEASE

FOR IMMEDIATE RELEASE

Equal Community Foundation CEO visits North America to discuss and raise funds for working with men in India to end violence against women.

Pune, India- [Equal Community Foundation](#) (ECF), who specializes in working with men to end violence and sexual discrimination, announces a **US and Canada tour November 7- November 13** to raise awareness of the issue, its innovative approach to solving the problem, and to seek funding to further its work in this field.

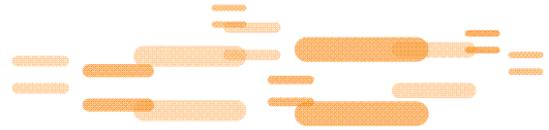
The United Nations, in a highly publicized study, recently announced that one of the key components of reducing sexual discrimination and violence is to work with male adolescents. ECF addresses this by specifically working with young men ages 14-17 in a community-based mentor program aimed at reducing violence against women.

ECF CEO, **Will Muir**, an Ashoka Fellow, will visit New York, Boston, and Toronto. On this three city tour, he will meet with educators at Harvard University, Columbia University, New York University, and other top universities. He will also speak to private philanthropists, fund managers, and others in the social policy and media fields to inform them about the issue and gather their support for further work in this area.

[Ashoka Foundation](#) commented that Will and ECF are “...addressing a gap in the gender empowerment sector that has so far been largely ignored- working with boys to make them ambassadors in gender equality. Along with his complimentary team, we have no doubt that they will make large scale systemic impact in creating an equal society for all genders.”

About ECF

Set up in 2009, Equal Community Foundation (ECF) is a non profit organisation that works with young men to end violence and discrimination against women.



ECF's mission is to ensure that every man in India has the opportunity to study and practise gender equitable behaviour to end violence and discrimination against women. We believe that not all men are part of the problem, but all men need to be part of the solution.

ECF has now developed practical and scalable solutions that change young men's behaviour towards women, and deliver real measurable impact. Over 60% of the women who were interviewed, report a significant reduction in violence or discrimination from young men who have graduated from ECF's programme. ECF works in communities with over 40,000 men, women and children, and have graduated over 1000 men from their Action for Equality programme. For more information about ECF and its work, visit www.ecf.org.in

For further information contact:

Sophia Dias | Media and Communications Associate

sophia.dias@ecf.org.in | +91 7387598734

www.ecf.org.in

