

## Blue Bombers launch campaign to end violence against women, girls

'Everybody needs to stand up to violence against women, but men especially,' says Wade Miller

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The Winnipeg Blue Bombers have teamed up with the Manitoba government to work towards ending violence against women and girls.

The campaign, Break the Silence on Violence Against Women, was announced Tuesday by Premier Greg Selinger, Bomber president and CEO Wade Miller and Kerri Irvin-Ross, the Manitoba minister responsible for the status of women.

"This initiative will help all Manitobans recognize the importance of promoting a safe, inclusive society for women, and the role men play in building this environment," said Irvin-Ross.

"Having professional athletes from the Winnipeg Blue Bombers act as ambassadors in this project will help us connect with a broad range of Manitobans."

The initiative, which includes public service announcements featuring Bombers players and staff, will also include educational workshops for high school students, football teams, coaching staff and community leaders.

Over the next three years, players and staff will also deliver more than 100 school-based educational workshops to high school students, football teams, coaching staff and community leaders.

"Everybody needs to stand up to violence against women, but men especially," said Miller. "We are very proud of the players and staff who have stepped up as ambassadors for this program."

Developed in partnership with Ending Violence Association of Canada, the school programs emphasize the role young men and boys play in promoting gender equality, and their ability to transform environments that perpetuate or contribute to violence against women and girls.

To view the player videos or for more information on the campaign, [visit the provincial government website](#).

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