



The MATCH International Women's Fund

Contact: Erin Edwards – Communications Consultant

Cell: 204-795-3748

Email: eedwards@matchinternational.org

For Immediate Release

The World Cup and Women's Rights: An Unequal Playing Field

Ottawa, Ontario (June 11, 2015) –To raise awareness about women's rights, The MATCH International Women's Fund will undertake disruptive action surrounding the June 11th FIFA World Cup events at Lansdowne from 3-7:30 PM. Individuals in SWAT vests will issue (fake) violation tickets to women for the "crime" of attending a soccer game.

To date, women in Iran are banned from attending most sporting events. In Pakistan, women and their families have been violently threatened for playing the sports they love. Add to these the many other women's rights violations the world over: women are beaten for wearing pants, arrested for reporting their own rape, and tortured for driving a car.

To raise awareness and to leverage the global energy around women's athletic achievements, The MATCH International Women's Fund will issue (fake) violation tickets to women for the "crime" of attending FIFA World Cup events. Actors sporting SWAT vests and handcuffs will encourage Canadian FIFA attendees to reflect upon the everyday freedoms that we enjoy in Canada. This will also serve as a call to action to support The MATCH International Women's Fund's work by texting MATCH to 80100 to donate \$5.

This campaign builds upon The MATCH Fund's disruptive action on International Women's Day (March 2015) in Toronto. All funds raised will support grassroots women's rights organizations.

About The MATCH International Women's Fund

The MATCH International Women's Fund provides direct financial support to grassroots women's rights organizations in the global South. We fund innovative and brave women to dismantle barriers, challenge perceptions, and change the world for women and girls. We currently support 26 organizations whose work includes: teaching girls to box in the Nairobi slums, exposing homophobia in the country of Georgia, and ensuring that girls can reject early forced marriage in Nepal.

To learn more, please visit our website at <http://matchinternational.org/>

For More Information:


Storify on previous disruptive action in Toronto: <https://storify.com/TheMATCHFund/taking-women-s-rights-to-the-streets/preview>

Image of Violation Tickets:

WOMEN'S RIGHTS

VIOLATION

**DONATE
\$5 NOW
TEXT
MATCH
TO 80100**



THE MATCH
INTERNATIONAL
WOMEN'S
FUND

Help the world's women fight for their basic human rights. Join the fight. **Donate today.** matchinternational.org

WOMEN'S RIGHTS

VIOLATION

Date of infraction <i>Any day</i>	Time of infraction <i>Any time</i>
Where <i>Around the world</i>	

Type of infraction	Penalty
✓ Wore pants in public	Imprisonment, up to 40 lashes
✓ Ran away from abusive husband	Prison
✓ Drove a car	Imprisonment, forced resignation from government job, death threats
✓ Reported being raped	6-months in prison and 200 lashes
✓ Ran away from forced marriage	Prison
✓ Married outside of religion	Death
✓ Had extramarital sex	95 days in prison
✓ Left the house without husband's permission	Arbitrary arrest, harassment
✓ Had a miscarriage	40 years in prison
✓ Went to watch a sporting event	1 year in prison
✓ Spoke out for women's rights	Electric shocks, sexualized violence, sleep deprivation, rape by guards, up to 20 years in prison, death

Notice: In many countries around the world women and girls have no voice, little freedom and suffer terrible injustices. When they seek help they face arrest, harassment, unspeakable violence and unjust imprisonment. What we take for granted, they are denied. Despite this, there are women who speak out, challenge the injustices and find innovative ways to promote change. And that's where you come in. Support the MATCH International Women's Fund.