



Passengers making the White Ribbon Promise at Birmingham Snow Hill station on Saturday 25 November

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Hundreds of West Midlands Railway passengers make White Ribbon Promise at Birmingham Snow Hill

Hundreds of rail passengers pledged to help end violence against women and girls during a special event at Birmingham Snow Hill station to mark White Ribbon Day on Saturday (25 November).

West Midlands Railway staff encouraged passengers to make the “White Ribbon Promise” by signing their name on a piece of ribbon on the station concourse and wearing a special pin badge.

The White Ribbon campaign has been running for more than 30 years and aims to encourage men and boys to act as advocates in ending violence against women and girls.

Cara Higgs, WMR community strategy manager, said: “Violence against women and girls is never acceptable and can often be hidden behind closed doors, which is why raising awareness is so important.

“It was inspiring to see so many people at Birmingham Snow Hill make the White Ribbon Promise and support an important cause.”

The event at Snow Hill was supported by the Heart of England Community Rail Partnership and was part of a series of linked events at railway stations and sports venues across the country.

Anthea Sully, chief executive of White Ribbon UK, said: “The reality is violence experienced by women is mostly perpetrated by men. We know it is not all men, but all men can #ChangeTheStory and challenge harmful attitudes and behaviours which perpetuate sexism and misogyny.”

For more information on the White Ribbon campaign, visit www.whiteribbon.org.uk/promise

About West Midlands Trains

For further information on this release, email press.office@wmtrains.co.uk

West Midlands Trains operates both West Midlands Railway and London Northwestern Railway services.

- **London Northwestern Railway** services operate between Liverpool and Birmingham, and on the West Coast Main Line to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street and Birmingham Snow Hill.

For more information on these services visit [westmidlandsrailway.co.uk](https://www.westmidlandsrailway.co.uk) or [londonnorthwesternrailway.co.uk](https://www.londonnorthwesternrailway.co.uk)

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