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London Northwestern Railway set to inspire passengers to take White Ribbon pledge

Hundreds of passengers travelling with London Northwester Railway (LNR) are expected to join a national pledge to end violence against women and girls during a fortnight of action.

The operator will be inviting passengers to speak up about gender inequality as part of White Ribbon Day (25 Nov) and the United Nations' 16 Days of Activism against Gender-Based Violence (25 Nov – 10 Dec).

LNR representatives will be popping up at stations across its network alongside local volunteers and Community Rail Partnerships to raise awareness of White Ribbon, the UK's leading charity lobbying for an end to violence against women and girls.

Passengers visiting Milton Keynes Central, Bletchley, Bedford, Watford Junction and St Albans will be encouraged to make the White Ribbon promise - a personal commitment to never use, excuse or remain silent about men's violence against women and girls.

In Milton Keynes, LNR is also sponsoring a White Ribbon exhibition promoting this year's theme of 'We Speak Up'. The exhibition will be on display in Centre:MK from 25 November and spotlights 16 men across the UK who are using their voices to help end men's violence against women and girls.

Matthew Bradley, head of stations at LNR, said: "As the company's White Ribbon lead, I am passionate about advocating for an end to violence against women and ensuring our female passengers feel safe travelling by train.

"We've taken part in White Ribbon Day for multiple years, but this year we're going one step further by expanding our initiative and hosting awareness raising events throughout the UN's 16 Days of Activism. We hope that by encouraging our customers to open up about their role as allies, we can help to create a safer railway for everyone."

Lynne Elliot, chief executive at White Ribbon UK, said: "We are so pleased that our White Ribbon Day Portraits Project has been sponsored by London Northwestern Railway. It is inspiring to see such a strong commitment to preventing violence against women and girls.

"LNR's support for White Ribbon UK demonstrates a willingness to take action to ensure everyone feels safe when travelling, through their White Ribbon Accreditation and the activities they are hosting across their stations to raise awareness for White Ribbon Day."

White Ribbon UK is LNR's charity partner of the year, with over £12,000 raised for the charity since March.

The train operator has been accredited by White Ribbon since 2024 and will also be fundraising internally across its head office and depots.

To find out more, visit [White Ribbon UK](#).

LNR White Ribbon engagement events:

- 25 Nov – Milton Keynes Central station
- 25 Nov – Watford Junction station and St Albans station, in partnership with volunteers from the Abbey Line
- 28 Nov – Bletchley station in partnership with Friends of Bletchley station and Marston Vale CRP
- 4 Dec - Bedford station in partnership with Marston Vale CRP

About London Northwestern & West Midlands Railways

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

London Northwestern & West Midlands Railways 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 or

londonnorthwesternrailway.co.uk

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