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## **West Midlands Railway encourages passengers to make the White Ribbon promise**

West Midlands Railway passengers will be encouraged to open up about allyship this White Ribbon Day (Monday 25th November).

Passengers visiting stations including Birmingham New Street, Birmingham Snow Hill, Worcester Foregate St, Wolverhampton and Stone, 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.

Visitors to Snow Hill station will be greeted with an interactive spinning wheel, featuring conversation starters designed to get Birmingham talking about the charity's 2024 theme of 'It Starts with Men'.

Stations across the West Midlands region will also be fundraising for White Ribbon, which is the UK's leading charity engaging men to end violence against women.

**Charlotte Ritchie, head of external communications and engagement at West Midlands Railway, said:** "We can't shy away from tough conversations, and White Ribbon Day provides the perfect opportunity to get our passengers and staff talking about their commitment to ending gender-based violence. By supporting White Ribbon, we hope we can help to make the railways safer and more inclusive for everyone."

**Anthea Sully, chief executive of White Ribbon UK, said:** "It's vital that women and girls are and feel safe on public transport. The work that West Midlands Railway is doing to support this to happen means everyone, especially men, can better understand the role of allyship and their responsibility in creating positive cultures that enable safe spaces.

"It should not be for women to carry the burden of keeping themselves safe, White Ribbon UK calls for men to show allyship to women, to think through how their behaviour and actions can make a positive difference to the issues women face.☒ That is why this year's White Ribbon theme is 'it Starts with Men'."

West Midlands Railway will also be fundraising internally across its depots, control rooms and head offices. The train operator received the White Ribbon

accreditation earlier this year.

To find out more about White Ribbon UK, visit [www.whiteribbon.org.uk](http://www.whiteribbon.org.uk)

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## About West Midlands Trains

For further information on this release, email [press.office@wmtrains.co.uk](mailto: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](http://westmidlandsrailway.co.uk) or [londonnorthwesternrailway.co.uk](http://londonnorthwesternrailway.co.uk)

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