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West Midlands Trains receives White Ribbon UK accreditation for commitment to ending violence against women

Rail operator West Midlands Trains has received accreditation from White Ribbon UK after demonstrating the organisation's commitment to ending violence against women.

The three-year accreditation will allow WMT, which runs services under the West Midlands Railway and London Northwestern Railway brands, to develop an Action Plan which will promote the White Ribbon ideals as well as fundraising for the organisation.

Charlotte Ritchie, WMT head of external communications and engagement, said: “We are delighted to achieve White Ribbon accreditation and to continue highlighting the importance of challenging damaging behaviours in our society.

“We have publicly supported White Ribbon for several years and we look forward to continue helping their work in creating positive role models for men and boys. We are fully committed to working proactively to create a safer environment for the women and girls who work with and travel with us.”

Among the initiatives WMT has already taken part in to promote White Ribbon have been the addition of the organisation’s logo onto a London Northwestern Railway and West Midlands Railway train, plus an awareness-raising event at Birmingham Snow Hill.

Anthea Sully, chief executive of White Ribbon UK, said: “Ensuring safe and inclusive travel is promoted on our transport systems is vital in working towards preventing harassment, abuse and violence against women and girls, both for commuters and staff.

“We are delighted that West Midlands Trains has joined White Ribbon UK’s network of organisations working towards sustaining positive culture change in their workplace and communities following their awareness raising efforts over the last few years.”

To find out more about White Ribbon UK, visit www.whiteribbon.org.uk

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 or londonnorthwesternrailway.co.uk

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