

PCGNY kicks off 18-day campaign to end violence against women

Written by Philippine Consulate General - New York
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Left: Personnel of the Philippine Consulate General in New York, led by Consul General Claro S. Cristobal, wear the colors purple and orange, the colors of the anti-Violence Against Women (VAW) Campaign, as a show of support to the cause. Right: A highly visible campaign poster with regularly replenished Anti-VAW brochures and lollipops greet clients at the lobby. (Photos by NYPCCG)

The Philippine Consulate General in New York (PCGNY) wore the colors purple and orange to represent the campaign to end Violence Against Women (VAW).

The theme for this year's observance, "VAW-free Community Starts With me," enjoins everyone to assume accountability and to have a personal stake on ending VAW.

Immediately after the flag raising ceremony on Nov. 26, 2018, some of the personnel converged for a photo opportunity with Consul General Claro S. Cristobal and newly assigned secretary to

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the consul general, Ms. Evelyn Villacastin, holding PCGNY's VAW free campaign posters.

At the lobby of the Philippine Center, a strategic place has been devoted for regularly replenished Anti-VAW reference materials and give-away lollipops to increase the awareness of the public on this 18-day campaign to end VAW.

"The Philippine Consulate General in New York is committed to empowering our female personnel and female clientele by making sure that their voices are heard," said Cristobal.

Personnel have been encouraged to continue wearing purple or orange for the duration of the campaign.