



**PERSATUAN KEBAJIKAN IVORY,
PULAU PINANG** (1685-06-PPG)

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Periwinkle shades for the day

GEORGE TOWN: Garbed in purple attire, Ivory Properties Group Berhad staff marched into the headquarters also decorated in similar shades in support of the “Penang 4 Purple, Press for Progress” (#P4P) campaign launched by Penang Women's Development Corporation (PWDC), which is in celebrating International Women's Day 2018.

PWDC is a state-funded company set up with a vision towards a Penang which mainstreams gender into the policies and programmes of all sectors in order to achieve gender and social justice in the State.

This year's theme “Time is Now: Rural and urban activists transforming women's lives” could not be more precise in describing the progressive action needed to accelerate gender parity.

Last year, the organisation also demonstrated its support through its Pledge for Parity campaign by collecting pledges from its staff member and submitting to the International Women's Day website in their call for gender equality in an unbiased and creating a gender-balanced leadership working environment.

In the previous years, Ivorycares, the charitable arm of Ivory sold flowers to gain donation for Ivorycares' fund its future charity events. This year they added cookies and cake to the list.

“We try to do our part in support of the movement as we want to change the society's perception on the capability of a woman,” said corporate communications manager Winnie Yeoh.

World Women's Day is a global day celebrating the social, economic, cultural and political achievements of women.

Purple is a colour for symbolising women and it also signifies justice and dignity. Historically the combination of purple, green and white to symbolise women's equality originated from the Women's Social and Political Union in the UK in 1908.

Ends



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