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FOR IMMEDIATE RELEASE

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Ivorycares Holds 'Pledge For Parity' Campaign this International Women's Day

GEORGE TOWN: Ivorycares, the charitable arm of Ivory Properties Group Berhad, ran its own 'Pledge for Parity' campaign to encourage the staff to pledge to help achieve gender parity more quickly. The campaign took on the worldwide #PledgeForParity theme chosen for this year's International Women's Day which falls on March 8, 2016.

The two-day campaign on March 3 and 4 received an enthusiastic response from Ivory Properties' management and staff who eagerly supported the elimination of public discrimination and prejudice towards women. It was held for the fourth consecutive year.

Ivorycares president Datuk Ooi Chin Loo said the campaign was organised to celebrate the achievements of women in the education, economic, social and political fields, as well as to give the staff the opportunity to participate in the Pledge for Parity effort.

"More women are now receiving higher education, allowing them to have the qualifications and capabilities to become chief executive officers, independent business owners and political leaders. This gives women the chance to play important roles in society. Discrimination and violence against women, however, are still widespread around the world.

"Equality and opportunity are inalienable rights for all women and girls. Thus, companies like Ivory Properties will continue to take the lead to create working environments that defend the rights and interests of female employees, building gender equality and development opportunities," he said.

He added that he was pleased with the staff's response for the campaign and also the male employees who showed support for the goal to achieve gender equality.

The Ivorycares volunteers also ran a fundraising event on March 8 in conjunction with International Women's Day, selling carnations at the office. The male staff took it upon themselves to buy the carnations for their female colleagues to show their appreciation and acknowledgment of the latter's contributions at work and in the community.

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