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International Women's Day highlights need for a bold change

GEORGE TOWN: Employees of Ivory Properties Group celebrated International Women's Day in a meaningful way by pledging their support to the global campaign.

Responding to the International Women's Day theme of #BeBoldForChange this year, the company's charitable arm Ivorycares organised two activities to recognise and appreciate the efforts of women and their contributions towards family, work and society.

From March 7 until March 10, employees were given the opportunity to fill in a pledge card to challenge bias and inequality, campaigning against violence, forging women's advancement, championing women's education and celebrating women's achievements.

On March 8, Ivorycares volunteers also delivered stalks of carnations to surprised employees whose faces lit up with the beautiful flowers and thoughtful gesture from their colleagues who ordered the flowers earlier.

Proceeds from the sales of flowers went to Ivorycares as activities funds.

Ivorycares president Dato' Ooi Chin Loo said that this event has entered into its fifth year, and is held to raise awareness on the importance of gender equality as well as raise funds for Ivorycares.

He also took the opportunity to thank all staff members for their generous support in ensuring the success of this year's campaign.

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