

Great Western Railway unveils White Ribbon train to join the mission to end male violence against women

November 24, 2022



Great Western Railway (GWR) is marking White Ribbon Day with a new train livery to commemorate the company becoming White Ribbon UK Accredited.

The unveiling, at Paddington Station, will help celebrate GWR begin its three-year partnership with the charity.

GWR head of on board, David Crome, who is leading the ceremony, said: "Our partnership with White Ribbon UK is one of our most significant to date. As a business that is male dominated we are in a strong position to showcase the hard work that White Ribbon do among our colleagues who identify as male.

"As a transport company, we are committed to safeguarding the women and girls who both travel and work with us. Our White Ribbon Ambassadors and Champions are perfect examples of how dedicated our colleagues are to preventing violence against women and keeping the rail industry safe for everyone."

GWR has become an accredited White Ribbon UK organisation as a way of raising awareness both in its business and the wider rail industry, as well as in the communities it serves.

Intercity Express Train 800016 has been chosen to carry the White Ribbon emblem as White Ribbon Day coincides with the start of the United Nations' 16 Days of Activism against Gender-Based Violence.

The White Ribbon train will travel across the GWR network to locations such as Penzance, South Wales and Bristol, spreading the message of their commitment to supporting the education of men and boys to prevent violence against women.

A number of GWR team member has also committed to becoming White Ribbon Ambassadors.

White Ribbon Ambassadors are men who share the message of White Ribbon and encourage everyone – but especially men and boys – to make a promise to never use, excuse or remain silent about violence against women.

GWR colleagues have also signed up as White Ribbon Champions to encourage men to get involved in the charity, through inspiring and informing through learning, conversations and social media.

White Ribbon UK Chief Executive, Anthea Sully, said: "We are thrilled that GWR are showing the importance of raising awareness of ending men's violence against women with their White Ribbon train. The White Ribbon is the global symbol of changing harmful cultures that prevent women living the lives they want to lead.

"As the train travels the country it will inspire curiosity about White Ribbon and raise essential awareness about what steps we can all take to achieve #TheGoal of ending violence once and for all."