

Rail Business Daily team hit the streets to raise awareness for White Ribbon Day

November 25, 2022



The Rail Business Daily team is today helping to engage the rail industry in the White Ribbon campaign by volunteering at events being held at several stations across the UK.

Ambassadors from the largest UK media company in rail are joining in at events in Leeds, Birmingham and London, to raise awareness of the campaign on White Ribbon Day 2022.

Their aim is to engage with the public, passengers to raise awareness of how to end violence against women and girls, and also to encourage people to sign up to the [White Ribbon promise](#).

White Ribbon Day on Friday, November 25 – marks the beginning of 16 days of action to try to bring unacceptable behaviour to an end – calling for everyone in communities, organisations and workplaces to come together and say ‘no’ unequivocally to these criminal acts.

Chris Makin, a Client Relationship Manager at Rail Business Daily is taking part at Leeds train station.

He said: “The main reason I wanted to be involved is quite simple. It’s a message that should be

universally understood.



"We all know someone who has been affected by domestic abuse. So if I can reinforce that message even in a small way then that can only be a good thing.

"The event has been a roaring success, so many passengers are engaging with us and signing the promise."

This year, White Ribbon has chosen to focus on raising awareness about the dangers women and girls face in traditionally male-dominated contexts.

#TheGoal campaign for 2022 emerged from a need to highlight harmful cultures in football that not only endanger lives, but perpetuate dangerous behaviours in men and boys, allowing violence to continue.

The rail industry – which is typically a male-dominated sector – is taking part in the campaign by hosting events up and down the country at dozens of main rail stations.



Rail Business Daily is one of many organisations which is White Ribbon accredited, which strives to provide a workplace which offers equality for all.

Rail Business Daily also held an educational seminar for all staff, where **Chief Operating Officer, David McLoughlin** shared his own personal story about witnessing domestic abuse.

He said: “I am pleased to say that we have a number of our team attending stations to promote the campaign and #TheGoal.

“No one will pretend that White Ribbon Day will totally solve the problem, but it’s a start that you, me, everyone can be part of.”

White Ribbon UK urges everyone, especially men to make the White Ribbon promise. You can learn more about the pledge [here](#).