

# RBD joins forces with grassroots football teams to raise awareness of White Ribbon

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Rail Business Daily (RBD) has joined forces with two grassroots football teams to raise awareness of the White Ribbon campaign.

RBD – the UK's largest media company within rail – is proud to be White Ribbon UK accredited and on White Ribbon Day and beyond is committed to using its powerful platforms to make a real difference.

White Ribbon is the UK's leading charity engaging men and boys to end violence against women and girls.

Its mission is to prevent violence against women and girls by addressing its root causes.



RBD sponsored a game between Pannal Sports U13's and Pannal Ash U13's, both based in Harrogate, and gave each player a White Ribbon to wear.

Pannal Ash U13's is managed by RBD's client relationship manager Chris Makin.

He said: "It was great to see both teams sporting their white ribbons.

"Not only that, it was brilliant to see the girls genuinely interested in why White Ribbon Day actually is in existence and how they should hopefully, never be affected by any of the issues that it highlights."

Pannal Sports edged a fiercely contested game with a 1 – 0 win.

David McLoughlin, chief operating officer at RBD said: “Sponsoring this local derby was just one of the many things our team has done and continues to do to support the White Ribbon charity.

““We have the opportunity to make a real difference and will continue to support White Ribbon UK, and our other causes, in the years to come.

“The White Ribbon UK initiative aligns with the work we are doing as a business to promote diversity and inclusion across the Group.”

You can make the White Ribbon Promise to never commit, excuse or remain silent about violence against women and sign up to be a White Ribbon Ambassador at <https://www.whiteribbon.org.uk/>