

2021 NATIONAL
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CONTENT FEATURE

NEWSPAPER
AND DIGITAL

International Day of the Girl



PUBLICATION DATE: Monday, October 11
GET INVOLVED BY: Monday, September 6
PRINT/DIGITAL AD MATERIAL DUE: Monday, October 4

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The International Day of the Girl, observed on October 11, presents a chance to promote the empowerment and fulfilment of human rights for the globe's more than 1.1 billion girls under age 18 while also highlighting the challenges they face. This special feature will focus on the advocacy, actions and initiatives enabling girls to realize their ambitions of becoming community leaders, entrepreneurs and change-makers.

Proposed topic highlights:

ADVOCACY & LEADERSHIP – Voices and initiatives for advancing gender rights and equity.

RESOURCES & SUPPORT – Making a difference for girls in Canada and beyond.

EMPOWERMENT THROUGH EDUCATION – From educational opportunities to economic participation.

STRATEGIES – Tackling issues like child marriage, access to health services and gender-based violence and discrimination.

GET INVOLVED TODAY. CONTACT:

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Source: Comscore Media Metrix Multi-Platform,
Jul-Sep 2020 (Q3) Average

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Source: Vividata Fall 2020, National, A14+

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