



BIRDSNEST LEAD THE WAY WITH YOUNG RURAL WOMEN COLOURING FOR CHANGE

On **Wednesday 28th June** *Birdsnest* and the young rural women of **Project O** will colour for change in the pilot of a new **Colourathon for Corporates** kit to engage businesses around Australia in family violence prevention.

Young women aged 13-15 years old from **Big hART's** Project O initiative in Cooma have had the unique opportunity to be mentored by the innovators and entrepreneurs of award-winning online fashion brand *Birdsnest* all term to design and develop the **Colourathon for Corporates** Kit.

Birdsnest is the first business to throw their support behind the family violence prevention initiative, working with the Project O young women from inception to pilot. The **Colourathon for Corporates** kit will offer businesses an opportunity to support the advocacy and skills development of rural young women, and engage in a corporate response to the issue of family violence. Harnessing the global movement of mindfulness and colouring, the Kit will be officially launched nationally in November in Canberra in a 12 hour colouring-in marathon, with all money raised going to provide trauma therapy for children and young people who are victims of family violence.

Twenty young women from the Monaro High School are involved in Project O. With Project O, young women acquire new capabilities, learning how to become change-makers in their community and step up and speak out about domestic violence. Project O is an award-winning initiative which began in Tasmania and is produced by renowned national arts for social change organisation Big hART. Project O is made possible by the support of the Federal Government's Office for Women, Australia Council, Catalyst, Monaro High School and *Birdsnest*.

WHAT:

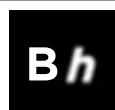
Pilot of the **Colourathon for Corporates** Kit

KEY TIMES:

9:30am	Birdnest 'Bake Off'
9:40am	Jane Cay welcome and introduces the project
9:45am	Project O young women speak
9:50am	Project O National Director Genevieve Dugard and Cooma Producer Rose Ricketson speak and explain the kit
9:55am	Promo Video
10am	Photo Opportunity – Project O young women colouring in with <i>Birdsnest</i>
10-10:30am	Colouring in session
10:30am	Finish

WHERE:

Birdsnest HQ, 232 Sharp Street (COOMA)



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