

-FOR IMMEDIATE RELEASE-

SARNIA, AUGUST 27, 2019 Rotaract Sarnia-Lambton, in partnership with Women's March of Canada: Sarnia-Lambton and Tampon Tuesday, is proud to launch our joint fundraiser event: Ma Week.

Join us on October 3, 2019 at DeGroot's Nurseries, from 6-9pm for an exciting banquet filled with delicious food with a West African twist and fun-filled activities throughout the evening. Proceeds will support helping to remove period poverty as a barrier to education for girls in Northern Ghana through a sustainable menstrual hygiene program.

This is Rotaract Sarnia-Lambton's first international project (a partnership with the Rotary Club of Tamale located in Northern Ghana), which aligns with the club's mission of supporting international development.

"It has been proven that educating girls leads to community empowerment, reduces poverty, and leads to lasting development," said Allison Kingston, Event Chair. "Ending the cycle of period poverty is a huge step toward ensuring that all girls have access to education, and women can participate in advancing economic development in the community."

"Ma", in a local Ghanaian language means to give. Combine it with "Week" and the name describes exactly what the event plans to do: give girls living in poverty in Northern Ghana a week back of their education every month.

This project will tap into an existing sustainable system which ensures its success. Funds will be used to purchase reusable menstrual pads made by local Ghanaian women, and provided to girls along with feminine hygiene education. There are 4 schools already benefiting from this project. "With Sarnia-Lambton's support, we can reach our goal of adding 2 more schools and ending period poverty for a new generation of girls," said Kingston.

We would also like to thank the following sponsors for their generous support: DeGroot's Nurseries, Kay's Petals and Plants, Sarnia Cabinets, and Personal Touch Catering.

Tickets for the event are \$75 and can be purchased online at <https://rotaractsarnialambton.org/maweek>, or in person at Kay's Petals and Plants, The Book Keeper, Manley's Basics and Your Local Girl Gang.

For more information please contact:

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