

Beat: Lifestyle

## **UNITED NATIONS WOMEN LAUNCHES HeForShe ARTS WEEK**

### **NY CITY DOZENS OF CULTURAL INSTITUTIONS**

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**USPA NEWS** - Film stars, UN officials and New York City came together to commemorate International Women's Day by launching the inaugural HeForShe Arts week, a new initiative from UN Women geared towards leveraging the arts for gender equality....

Film stars, UN officials and New York City came together to commemorate International Women's Day by launching the inaugural HeForShe Arts week, a new initiative from UN Women geared towards leveraging the arts for gender equality. The 2016 theme for International Women's Day is 'Planet 50-50 by 2030: Step It Up for Gender Equality', with a focus on mobilizing momentum for the recently adopted 2030 Agenda which addresses key challenges of the 21st century, such as poverty, inequality, and climate change.

UN Women Goodwill Ambassador Emma Watson, SDG Advocate and UNESCO Special Envoy for Peace Forest Whitaker, First Lady of New York City Chirlane McCray, UN Women Executive Director Phumzile Mlambo-Ngcuka, The Public Theatre's Artistic Director Oskar Eustis, and others took part in a lively discussion on the powerful role arts have in evolving the behaviors, norms and perceptions that shape our culture and views of women's rights and gender issues.

The HeForShe ArtsWeek will run from March 8-15, 2016, during which time over thirty partner institutions throughout the city of New York "ballets, operas, Broadway shows, music concerts, theatres, cinemas, galleries and museums" will highlight efforts towards gender equality and women's rights, and support UN Women's work by donating a percentage of proceeds.

Other events taking place as part of UN Women's HeForShe Arts Week are : Lighting of the Empire State Building with the HeForShe magenta colour. (at 350 5th Ave, New York, NY 10118)

Source : UN Women

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)