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*Gender Equality and A Life Free of Violence for All*

## **Press release**

28<sup>th</sup> September, 2009

**Contact:** esrfoundation@gmail.com

## **For immediate release**

### **Estella's Foundation Launches 'Be the Change' Campaign**

To mark the first anniversary of the tragic death of Estella Scott-Roberts, the Foundation that bears her name will be launching a public education and awareness campaign called, 'Be the Change'.

On Saturday 10<sup>th</sup> October, the Estella Scott-Roberts Foundation will hold the campaign launch event at the Harquail Theatre, from 5:00- 6:30pm. Foundation Director, Melanie McLaughlin said, "Estella became a local icon through the work she did in the community to raise awareness about the issues of domestic abuse, child sexual abuse and violence. Her passing touched the country profoundly, and we want to mark the anniversary with a campaign that builds on her work." The campaign launch will also coincide with what would have been Estella's 34<sup>th</sup> birthday.

The campaign title is borrowed from Mahatma Ghandi's famous quote, "Be the change you want to see in the world." Ms. McLaughlin says, "The Foundation intends for the campaign to challenge men and women to work together to become the positive change they want to see in our society. We want to promote gender equality and a life free of violence for all."

A collection of public education 'tools' will be unveiled at the launch event that will include a campaign t-shirt, poster and lapel pins. The keynote address will be delivered

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**The Board of Directors**  
Rayle Roberts, Chairman

Andrea Bryan, MBE, JP  
Marilyn Conolly  
Novelette Ebanks

Sara Collins  
Tammy Ebanks Bishop  
Melanie McLaughlin



by Rayle Roberts, Chair of the Foundation. There will also be performances from the St. Ignatius High School Choir and students.

Guests will also get to see an educational video entitled, 'A Call to Men', which promotes changes in sexist attitudes among men towards women. Parents should be advised however that there are some scenes in this video that may not be suitable for young children to view due to the sensitive issues being discussed. Admission to the launch event is free of charge, and the Foundation is encouraging teenagers and adults to attend.

### **About the Estella Scott-Roberts Foundation**

Following the tragic death of Estella Scott-Roberts in October 2008, the Foundation bearing her name was formed on 31st October that year. Rayle Roberts, Estella's husband, envisioned the Foundation as a vehicle that would continue to raise awareness about the social issues that his wife had been so passionately involved in eradicating, such as domestic violence and abuse. The Foundation advocates gender equality and a life free of violence for all. The Estella Scott-Roberts Foundation is a non-profit company licensed in the Cayman Islands. For more information visit [www.esrfoundation.org.ky](http://www.esrfoundation.org.ky).

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