

The Strong Women Challenge calls on all Australians to build their own strength while empowering women around the world

ActionAid Australia's Strong Women Challenge: 4 – 25 November 2019

ActionAid Australia's annual Strong Women Challenge is calling on all Australians to sign up to the 21-day strength building challenge and raise vital funds to support women's fight for equality and justice.

Now in its third year, the Strong Women Challenge is an opportunity for passionate and committed Australians to become physically stronger while standing in solidarity with women around the world.

"The Strong Women Challenge is an incredibly unique fundraising challenge," explains ActionAid Australia's Executive Director Michelle Higelin. "We ask participants to commit to increasing their own strength to symbolically increase the strength and resilience of women in countries like Vanuatu, Cambodia and Kenya. Participants are supported to realise their own inner power and achieve their goals, while funds raised through the challenge go to support and empower women in low-income countries to become leaders within their own communities."

Participants are supported along the way with workout videos, rewards for fundraising milestones, and membership to an active online community where they can share personal challenges and successes.

"By signing up for the Strong Women Challenge, you're standing up for women's rights and supporting women's struggle for equality and justice on a global scale, all while building your own strength and fitness," says SWC's Master Trainer Ali Cavill. "The Strong Women Challenge is strong, fearless and powered by people, and we're encouraging all Australians to get involved!"

ActionAid Australia is a member of a global Federation working to achieve social justice, gender equality and poverty eradication in more than 45 countries. ActionAid's programs support women to understand their rights and develop leadership skills, empowering them to advocate for change in their communities. ActionAid also trains and prepares women to lead in humanitarian emergencies, most recently responding to Cyclone Idai in Africa in March 2019, the Indonesian Tsunami in September 2018, and the Rohingya refugee crisis in 2017.

"Globally, women make up around 70% of people living in poverty, and face injustices on a daily basis," concludes Michelle Higelin. "When emergencies, disasters and conflicts strike, women are among the most affected. Funds raised from the Strong Women Challenge will help ActionAid continue to protect women's rights in emergencies and empower women around the world."

About the Strong Women Challenge

Strong Women Challenge participants register at <https://strongwomenchallenge.org.au> and choose a fitness goal to complete by the end of the 21 days. Once registered, participants will get access to workout videos, recipes and mindfulness tips, as well as joining a supportive community of likeminded Australians doing the challenge.

Participants are encouraged to share their progress on social media, and ask friends, family and colleagues to sponsor them for their efforts. Participants are fully supported throughout the challenge with fundraising ideas, incentives, and information about how the money raised will help women around the world. The Strong Women Challenge is open to all Australians, regardless of gender, age, location, ability or fitness level, and runs from 4 to 25 November 2019.

- ENDS -

Distributed on behalf of ActionAid Australia by Crystal Clear Communications

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Notes for Editors About ActionAid Australia ActionAid is a global movement of people fighting for women's rights, social justice and an end to poverty.

ActionAid Australia works with women around the world specifically focusing on three key pillars:

Economic justice for women
Women's rights in emergencies
Climate justice for women
ActionAid has been promoting women's leadership in humanitarian responses for many years, enabling women to find the power within themselves to collectively challenge negative decision-making structures, lead by example and advocate for other women. Women and women-led organisations bring valuable skills and assets to any localised humanitarian action and bring a strong understanding of the local context and needs of women, girls and their communities. Globally, ActionAid has supported 500,000 women and their communities across 45 countries to achieve positive change and access to their human rights.

<https://actionaid.org.au>

<https://strongwomenchallenge.org.au>

SWC Ambassadors
Amelia Philips

Amelia has been in the health and wellness industry for over 18 years, she has enjoyed a career as a personal trainer, nutritionist, health club owner and corporate speaker. Amelia is the co-founder of

Voome.com.au

and the

Michelle Bridges 12 Week Body Transformation

, a Health and Fitness Expert on Channel 9 Today Extra, as well as appearing on A Current Affair and The Today Show.

Tara Simich

As the Founder of Australia's leading fitness brand The Jungle Body & Founder of beauty brand Mermade Hair, Tara Simich is one of Australia's leading young Entrepreneurs. Before starting The Jungle Body Tara studied a Bachelor of Commerce in Economics at Curtin University before completing a Scholarship at the State University of New York in 2009. In 2010, at 19 years of age Perth based Tara Simich founded 'The Jungle Body,' a provider of 5 unique licensed workouts delivered by Instructors in over 11 countries as far-flung as Saudi Arabia & Austria. The company now boasts it's own DVD in Target & Big W nationwide.

Ali Cavill

A Master Trainer, Nutrition Coach, Holistic Health Expert, Motivational Speaker, Social Media Influencer and Owner of Fit Fantastic, a leading fitness, health and wellness company. In 2019 and 2018 she was a Finalist for the Blackmores Wellbeing & Inspirational Women Award and the NSW Local Business Awards and is Strong Women Ambassador for Action Aid and Fitness Coach for Dementia Australia's Memory Walk. Her experience as a corporate human resources executive within NSW Government is extensive and allowed her to climb the managerial ladder, however her passion for health initiated a career change in 2011. In creating Fit Fantastic, Ali has become a renowned "face" of health and fitness that sees her travel the state delivering the important message to 'Just Get Moving' and motivating and encouraging everyone to achieve optimum health!

Kimberley Chan

Kimberley Chan is a Vedic Meditation teacher, and is passionate about promoting conscious living, compassion and creativity in life, and making Vedic meditation accessible, practical and easy to incorporate into our modern lives. She conducts corporate meditation and wellness workshops, and has worked with companies such as: Vogue, Max Media Lab, Yoga Bar and Endota Spa.

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