



MEDIA RELEASE

8 March 2021

This International Women's Day, we're not celebrating

In the wake of the horrific allegations coming from Canberra, and accounts from 4000 reporting sexual violence, Cheek Media Co. is not celebrating International Women's Day (IWD) today.

The usual Women's Day breakfast is not cutting it this year for Cheek Media Co. Founders and Weekly Cheek podcast co-hosts Hannah Ferguson and Kristin Perissinotto are urging Australians to watch, listen, and be explosive in responding to the systems and structures at play.

Cheek Media Co. CEO Kristin Perissinotto says "International Women's Day is usually my favourite day of the year, but I don't see any reason to celebrate in 2021. The news is overwhelming and the responses by our leaders have been inadequate to say the least.

"To celebrate as usual would be to ignore what's going on in our country. It's simply not enough to attend a breakfast or have a morning tea, or listen to the people in charge make a speech about the importance of empowering women. How can we feel empowered when we're learning about these allegations?"

Cheek has been publishing content about the allegations and accounts consistently since Brittany Higgins first went public with her story in February. And they aren't going to let up.

Past women's movements have been fuelled by collective fury. The vicarious trauma we have been exposed to over the last month serves as a reminder of our need to forge ahead. Now is the time to harness our fury and transform it into action and agenda.

This year, International Women's Day is a reminder to educate, empower and mobilise the women in our lives. To cherish what we have achieved, and to honour the movements before us through our present and future actions.

"We're committed to continue to talk about it, because we need to stay up to date, and we need to continue to put pressure on those in charge.

"We're calling time on the barely-brushing-the-surface IWD events. It's not a time for tokenism. It's simply unacceptable to ignore what's happening in our country today. International Women's Day is the day to commit to engagement, and commit to change."

The logo for Cheek. is a purple circle with the word "Cheek." written in white, sans-serif font inside it.

Cheek.

“Don’t get me wrong, the recent events and allegations of sexual violence against women are very upsetting and unacceptable at any time of year, but I think IWD is the platform to speak about them, and to celebrate with a breakfast in the fact of the recent news isn’t right,” says Ms Perissinotto.

Cheek Media Co. publishes informative content about issues, topics, and terms that are often misunderstood, and hosts a podcast that focusses on how politics impacts our everyday life. Cheek’s content aims to be accessible and empower readers to take action in their own community.

Cheek Media Co. is a digital media project amplifying voices, stories and ideas that are first and foremost, real. Learn more about Cheek by visiting www.cheekmedia.com.au or follow us on social media, @cheekmediaco.

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