



Over 120,000 votes were cast in the United Nations contest aimed at finding the best ad to promote awareness about the battle to defeat gender-based violence. The winning entry "Treat me like a Woman" was created by Gjoke Gojani.

More than 2,700 entries from 40 European countries – prepared by both professionals and ordinary members of the public – were submitted in the contest, and three winners will be selected. The winning entry, chosen by a seven-member jury of experts, will be revealed at an awards ceremony in November and a youth winner will be selected by Fabrica, the Benetton Group communication research centre and announced in September.

As winner of the public vote, Gjoke Gojani will be invited to attend the inauguration of the exhibit in Brussels later this autumn. The details on this event will be announced shortly.

The competition is an initiative of the UN Regional Informational Centre for Western Europe and the UN Entity for Gender Equality and Women's Empowerment (UN Women) and is designed to boost the global effort to end violence against women.

Afsané Bassir-Pour, the Director of UNRIC, praised the enthusiasm with which Europeans

joined the competition. “Our aim was to raise awareness on this issue, help break the taboo, and to do this by reaching out to the European creative community. A picture, as they say, is worth a thousand words. So thank you Europeans,” Bassir-Pour says.