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PRESS RELEASE

ADVANCING THE SAFETY OF WOMEN IN PUBLIC TRANSPORT: UITP LAUNCHES #PT4ME CAMPAIGN

Brussels, 9 February 2018

Today UITP is delighted to officially launch our #PT4ME campaign and video to advance the safety of women in public transport.

In collaboration with the [World Bank](#) and [SPAD](#) (Suruhanjaya Pengangkutan Awam Darat/Malaysian Land Public Transport Commission) UITP unveiled [our video](#) at the SPAD Booth at [World Urban Forum](#) (WUF9) in Kuala Lumpur, Malaysia.

UITP is determined to advance the safety, security and opportunities for women in public transport, believing that public transport must be safe for all users.

The [#PT4ME](#) launch is a global campaign held in conjunction with [International Women's Day](#) (Thursday 8 March 2018), with our aim to make public transport safer and accessible for all.

Our gender inclusive message is simple: make public transport safer and accessible for all.

"Together we can be the voice that will help women from all over the world have access to safer public transport environments", said Mohamed Mezghani, UITP Secretary General.

Earlier this year UITP was pleased to announce the signing of a [Memorandum of Understanding](#) with the [World Bank](#) to collaborate on the safety and security



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of **women in public transport** – and to advance the achievement of common objectives.

[Mohamed Mezghani](#) signed the MoU in Washington, D.C. and also featured on the panel of a plenary session with [Transforming Transportation](#). This panel session was the very first of its kind to discuss gender in public transport at this international event.

As part of the panel session, titled '**Transport is not Gender Neutral**', UITP and the World Bank first released the video to highlight the issues women face on public transport every day and their basic need to feel safe.

On [International Women's Day](#) (Thursday 8th March) our video will feature on screens in public transport stations across the world. UITP will be in Karlsruhe, Germany for our [IT-TRANS Conference](#). To commemorate this special day we have put plans in place to join forces with the powerful women featuring on our panel sessions.

Throughout the day we will be active on our [social media channels](#) where women from all walks of life will share individual and special messages with you – this is a campaign not to be missed.

To be part of this day and to embrace this important and powerful campaign join the official [#PT4ME](#) feed and stay in touch with our [newsroom](#) from now until 8 March 2018.

NOTE TO EDITORS

The International Association of Public Transport (UITP) is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. We have 1,500 member companies giving access to 16,000 contacts from 96 countries. Our members are public transport authorities and operators, policy decision-makers, research institutes and the public transport supply and service industry. Visit our website www.uitp.org. Follow us on Twitter: [@UITPpress](#)

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