

# PRESS RELEASE

## INTERNATIONAL WOMEN'S DAY 2018: UITP BRINGS YOU #PT4ME

Brussels, 27 February 2018

**On International Women's Day (Thursday 8 March 2018) UITP will be working alongside the World Bank to launch the #PT4ME campaign – and unveil our [video](#) across the world.**

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

More than 70 public transport systems and organisations – with the number climbing each day - are promoting a shortened version of our video in train, metro, light rail, buses and stations/stops across the world.

Our video will be shown by leading industry organisations such as Transdev, DB Arriva Group, Seoul Metro, CETUD-Dakar, Dubai Police, Ferrocarrils de la Generalitat de Catalunya and EMTU to name but a few.

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

Now, we are delighted to launch our video encouraging gender inclusiveness.

The message is simple: make public transport 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 of



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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 Conference.

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 and secure.

On [International Women's Day](#) UITP will be in Karlsruhe, Germany for our [IT-TRANS Conference](#) and 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 day not to be missed*.

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.

**We encourage all UITP members to jump on board this great initiative!**

[advocacy@uitp.org](mailto:advocacy@uitp.org)

#### 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](http://www.uitp.org). Follow us on Twitter: [@UITPpress](#)

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