

Dear Stephanie



A huge thank you to the HK Computer Society Face Club for selecting TWF's Girls Go Tech Programme as the beneficiary for their charity walk on Sunday! Our heartfelt gratitude goes to Charles Mok - the LegCo member for the IT sector, Michael Leung - President of the HK Computer Society, Cally Chan - Chairlady of HKCS FACE Club, Candy Liu - Chairperson of HKCS FACE Club Charity Walk and the other 400 walkers who joined us at Cyberport on Sunday morning. Thank you also to the many event sponsors including Accenture, BEA, BT, Cisco, CITIC, CLP, Elastic, FDM, Fortinet, HP, Hutchison Telecom, Gigamon Microsoft, PCCW, PwC, Rotary Club, SevOne and Women's Exchange @ HKEX. The funds raised from Sunday's walk will allow us to continue to run the Programme next year. Our target is to reach over 400 girls at school in some of HK's poorest districts. If you weren't able to make the walk but would like to support the Programme, please contact Sarah at Sarah.AbbottLadner@twfhk.org.



Turning now to Dove's latest campaign which centres around the launch of bottles designed to look like six different body types, from thin to curvy. Social media is tearing the campaign apart for over-simplifying the female physique and promoting self-consciousness instead of body-positivity.

According to Dove: "Dove celebrates real women of all ages, shapes, sizes, and ethnicities in our campaigns. We use real women in all our campaigns because they represent the real beauty diversity in society. We wanted to take this a step further into the products themselves and have a bit of fun with them. The custom bottles of different shapes and sizes reflect the beauty in diversity through visual representation and are designed to spark a lively debate and discussion about what real beauty means...We take women's beauty confidence very seriously and through the Dove Self-Esteem Project, we have reached more than 20 million young people with body confidence education and we aim to reach 20 million more by 2020."

Critics, however, have called the campaign a "cringe-worthy advertising gaffe" which "oversimplifies the complicated issue of how society views women's bodies". As always, we would love to hear your thoughts. Please email me at su-mei.thompson@twfhk.org.

Warm regards

Su-Mei Thompson

UPCOMING EVENTS

AN EVENING ON LEADERSHIP DEVELOPMENT

ARTHUR JOSEPH, M.A.
DR. RON BROWN, PHD



Leadership Development with Dr. Ron Brown, PH.D and Arthur Joseph, M.A.

TWF and AAJA are delighted to present an evening with leading experts and innovators in Leadership Development, Dr. Ron Brown, Ph.D and Arthur Joseph, M.A. Join us for a fascinating discussion of the cultural and gender challenges in gaining and using power and leadership. Learn how to master organisational politics, identify and claim your idealised public persona, communicate leadership effectively and strategically, and use storytelling to communicate leadership excellence!

DATE: Monday, May 22, 2017

TIME: Registration 6.45 p.m. | Event 7.00 - 8.45 p.m.

VENUE: Linklaters, 10th Floor, Alexandra House, 18 Chater Road, Central

[Register Here](#)

TWF PROGRAMME UPDATES



Mentoring Programme Online Presence Workshop

Last Wednesday, our Mentoring Programme participants enjoyed a hands-on online presence workshop which helped them update their LinkedIn profiles. They were also treated to a make-over session run by Shiseido and a photoshoot for their new LinkedIn profile pictures. A huge thank you to TWF Male Ally, Martin Cerullo, for facilitating the session, current mentors Morgan Tan and Natalie Rie, photographer Nicolò Pellizzoni for make-up and photos and Gap Inc for hosting the event.



Life Skills Programme Company Visit

Last Thursday, five TWF corporate partners - AECOM, Bloomberg, Cathay City, Foster & Partners and Morgan Stanley - hosted company visits for 164 F.4 students from Holy Trinity College. Many thanks to all our fantastic volunteers who provided career advice to our appreciative programme participants.



Girls Go Tech Programme Update

Last Friday, we held this year's final Plantbot Workshop for 40 F.1 and F.2 girls from Hong Kong True Light College. Many thanks to our passionate volunteers from MTR Corporation and all our corporate partners, volunteers and Training Partner - BSD Code and Design Academy, for contributing to the success of this year's Programme. Before we kick off Year 3 of our Girls Go Tech programme, we look forward to completing our remaining Teacher Workshops and an inter-school Tech Challenge Day.



Financial Literacy for Primary Students

Last week, 23 P.4 & P.5 financial ambassadors helped us to run our third IEC-commissioned student workshop for 100 P.2 & P.3 students from Ng Clan's Association Tai Pak Memorial School. Using the Programme's life simulation card game, the junior form students gained key financial concepts and learned the importance of saving.

SHE OBJECTS



She Objects Screening

Last Thursday, TWF facilitated a screening at French International School for students and parents. The screening was followed by a lively Q&A session. To arrange a screening for your company, women's network, school or university, please email Sarah.AbbottLadner@twfhk.org.



She Objects Media Literacy Workshop

Last Saturday, TWF ran a media literacy workshop drawing on our documentary "She Objects" for 20 participants of the Jockey Club Equal Opportunities Drama Project. The Youth Drama Ambassadors and their parents/teachers enjoyed a lively discussion on how the portrayal of women in media and on social media platforms is impacting girls and boys' body image and their self-esteem.

TWF IN THE SPOTLIGHT



TWF at TEDxHKU

Last month, Jo Hayes, TWF Director of Pipeline Initiatives, gave a TEDx talk at HKU on gender equality and feminism. Jo spoke on 'How to be a modern day feminist. Should we lean in, opt out, stand up or bend over?' View the video [here](#).



TWF Deputy CEO on Workplace Flexibility

TWF Deputy CEO, Rita Ching, was quoted in last Sunday's Mother's Day edition of HK01 on the importance of flexible work arrangements for women. Click [here](#) to read the article.

FUNDRAISERS FOR TWF



DATE CHANGE - Celebrate 'Women in Focus' with TWF at Awethentic Gallery!

Join TWF and Awethentic Gallery this week for a special night celebrating women. Get the chance to view stunning artworks by Sean Lee-Davies and other amazing artists. A percentage of the proceeds from works sold will support TWF's community programmes for women and girls in HK. We hope to see you there! *Drinks will be provided.*

DATE: Wednesday, May 17, 2017

TIME: 6.00 - 9.00 p.m.

VENUE: Awethentic Gallery, Shop G28, Central Building, Central

Register by emailing

Sarah.AbbottLadner@twfhk.org by Friday, May 12. Spots are limited so book yours soon!

****Please note that this event was rescheduled from May 11 and will now be held on May 17.**

2017 PRESTIGE

SUMMER GIFT & LIFESTYLE FAIR

*"what are you
waiting for?"*

WHEN
Thursday 1 June 2017, 10am-7pm

WHERE
Conrad HK, Grand Ballroom

Open to the public - Free admission

ORGANISED BY  prestige fairs .hk



Support TWF at the Summer Gift & Lifestyle Fair!

Support TWF and female entrepreneurs at the Conrad HK Summer Shopping Fair! All TWF friends will enjoy a 15% discount off beautiful luxury custom bags from Bling My Bag - a company started by one of our Mentoring Programme participants! 10% of proceeds from bags sold at the event will benefit TWF's community programmes for underprivileged women and girls.

DATE: Thursday, June 1, 2017

TIME: 10.00 a.m. - 7.00 p.m.

VENUE: Grand Ballroom, Conrad Hotel, Pacific Place, 88 Queensway, Admiralty

Open to the public. Free admission

WHAT WE'RE READING

Our top picks for recommended reading and listening on the key trends and breaking stories about women and gender:

- [Epic Fail On Gender Diversity](#) (Financial Review)
- [Are Things Getting Worse For Women In Publishing?](#) (The Guardian)
- [The Gender Pay Gap Is Largely Because Of Motherhood](#) (New York Times)
- [Female Mannequins Aren't Just Skinny, They're Emaciated](#) (The Guardian)
- [The Ambition-Marriage Trade-Off Too Many Single Women Face](#) (Harvard Business Review)

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