



Press Announcement

15 October 2014

International Day of Rural Women

Empowering Rural Women is Empowering Humanity!

Eight Laureates receive the Prize for women's creativity in rural life in 2014



**Dear Rural Women around the world,
Sisters and Partners in creating a world that cares**

We greet your courage; we salute your indomitable spirit, creativity and compassion. Truly you are the salt of the earth, and it is time that the world acknowledged your daily commitment and service to the well being of your families and communities.



We celebrate with you on this year's International Day of Rural Women our **20th anniversary of the annual Prize for women's creativity in rural life**, humbly giving credit where it's due. WWSF is happy to announce online the eight selected women leaders who improve the quality of life in rural families and communities, bringing the total number of WWSF prizewinners over the past 20 years to **403 in over 130 countries.**

(all profiles are published online www.woman.ch).

On this occasion of celebration and taking stock, WWSF wishes to reiterate its commitment to advocate for the advancement of your status and empowerment. This includes ensuring that your basic needs and human rights are included in the new UN development design for the world's governance, notably in the post 2015 UN Sustainable Development Goals (SDGs), that need to work for everyone, no one excluded, in respecting human rights for all.

Below we offer you a complete list of the annual **OPEN LETTERS to rural women of the world starting we have published and sent to you since 1995** for your empowerment and to hold your political and economic leaders to account for the promises made at numerous UN conferences and in hundreds of Resolutions and Declarations. These letters and recommendations remain relevant in your ongoing quest

for justice, women's rights and peace. They represent our continued support for your efforts and to remind the world that you provide the lion's share of household food security, rural development and peacemaking activities in your communities and nations.

Every year WWSF selects a special theme, with a Call to Action (*all published online*)

- 1995 Launch of NGO World Day for Rural Women at the Beijing Conference on Women
- 1996 Creation of a viable project and soliciting funds to start the 15 October campaign
- 1997 Presentation of the World Day at the United Nations in Geneva and at FAO in Rome
- 1998 Theme: "Human Rights for all Rural Women"
- 1999 Theme: "Give Credit for Rural Women"
- 2000 Theme: "Celebrating Biodiversity"
- 2001 Theme: "Protect your Traditional Knowledge"
- 2002 Theme: "Claim your right to Safe Water"
- 2003 Theme: "Claim your right to Information and Communication Technologies ICTs"
- 2004 Theme: "Claim your right to decision-making"
- 2005 Theme: "Hold your Leaders to account: Demand that promises are kept"
- 2006 Theme: "Claim your right to adequate housing"
- 2007 Theme: "Claim your right to food" (adoption of the UN Intl. Day of rural women)
- 2008 Theme: "Claim development as a women's right"
- 2009 Theme: "Claim your right to health and well-being"
- 2010 Theme: "Claim your right and your Daughters' Right to Education"
- 2011 Theme: "Claim your right to Land and Inheritance"
- 2012 Theme: "Claim your Space in Mitigating and Adapting to Climate Change!"
- 2013 Theme: "Claim your Right to Dignity and Education"
- **2014 Theme: 20th Anniversary of WWSF Prize for women's creativity in rural life**
- ***2014 Call to Action!*** Use any of the above topics for your advocacy and media work, and celebrate all the Prizewinners around the world awarded since 1994.
<http://womenssection.woman.ch/index.php/en/prize-for-women>

We thank you for our continued partnership and look forward to hearing about your local and national activities on 15 October 2014 and to celebrate with us all the Prizewinners over the past 20 years.

Cordially yours,



WWSF Board of Directors* who send you solidarity and gratitude.

**Bunny McBride-President - USA / Filomina Steady-VP - Sierra Leone & USA /
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