

Who's Got Your Back campaign

The 'Who's Got Your Back' Campaign will launch in the June 2010 issue of *True Love* magazine to highlight the abuse of women in South Africa. This campaign will not only reveal some shocking statistics, but will also highlight the fact that any woman's best defence against abuse is to speak out and seek support.



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The issue brings its readers a powerful message utilising the inside front cover of the magazine, with cover girl Kagiso Rakosa, casting a spotlight on the shocking truth about the abuse of women in South Africa. In addition, the printing of a blank Women On Top page is meant to illustrate the impact of losing women through abuse.

In keeping with the theme of 'Who's Got Your Back', it will also be running a special competition alongside the campaign, encouraging readers to share their stories and applaud those people who have covered their backs through times of hardship. The winner will win a weekend getaway at Sun City for themselves and two of the people who supported them during difficult times.

Get help, Speak out

The June issue will also provide a list of resources and organisations that can assist abused women in their time of need.

Thought24 CEO/publisher Jonathan Harris says he believes that domestic violence and abuse against women is one of the single greatest problems that we face in South Africa today.

"Some of the statistics that were uncovered during the research for this campaign showed that the number of domestic violence incidents is reaching epidemic proportions. South Africa also appears to have one of the highest incidents of rape in the world," he says. "We are therefore using our media platform, not only to emphasise the extent of the problem, but also to provide our readers with resources that they can use, should they ever find themselves in this position."

He adds that this campaign is aimed at encouraging not only women, but society in general to start speaking out against this scourge, talking to each other, and helping those who find themselves in this situation to have the courage to get out.

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