Media Advisory: UN Women and Valencia Club de Fútbol work together for gender equality in China

For immediate release
Date: 14 July 2015

WHAT: UN Women and Valencia Club de Fútbol (CF) will co-host a press conference in Beijing to promote gender equality and the empowerment of women as part of their recently announced partnership. The press conference will be attended by Hanny Cueva-Beteta, UN Women Asia Pacific Regional Advisor on Governance and Security, and Regional Director (Officer-in-Charge), and the Chairwoman of Valencia CF, Chan Lay Hoon, the only female Chairperson among the UEFA top 20 teams. They will be joined by the soccer superstars of the first team of VCF, such as Álvaro Negredo and Shkodran Mustafi.

The renowned Chinese broadcaster James Chau and HeForShe advocate will moderate the session.

WHEN: Saturday, 18 July 2015, from 10:15 to 11:30 am. (Beijing local time)

WHERE: The Fire Room. The Westin Beijing Chaoyang, 7 E 3rd Ring Rd N, Chaoyang, Beijing, China, 100027

INFORMATION FOR MEDIA: The event is open to the press but space is limited. Media must RSVP at +86 10 8532 5925 by 17 July, 12 noon.

BACKGROUND: UN Women and Valencia CF recently launched a partnership for the promotion of gender equality around the world. The team will visit China to participate on a friendly match with Bayern Munich. UN Women and Valencia CF will use this opportunity to promote gender equality and the empowerment of women among Chinese audiences.

Follow the conversation on Twitter via #unwomensvalenciacf, @unwomenasia and @valenciacf.
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For more information:

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