

2023 18-day Campaign to End VAW Activities

25 November to 12 December 2023

TPB's VowToEndVAW Commitment Campaign



#WeveGotYourBackSis

#VowToEndVAW



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The Tourism Promotions Board (TPB) Philippines' campaign supporting End-VAW, **"We've got your back, Sis!"** embodies solidarity, support, and empowerment for women in the fight against violence. As part of the 18-day campaign to End Violence Against Women (VAW) initiated by the TPB, this slogan serves as a beacon of assurance and unity.



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It aims to create a safe space for women, encouraging them to speak out against any form of abuse or harassment they may face. The phrase signifies a collective commitment to standing by each other, offering strength, protection, and advocacy for those affected by gender-based violence.



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Through this empowering message, the campaign seeks to foster a culture of awareness, compassion, and action, ultimately striving for a world where every woman feels supported and safe, free from any form of violence.



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