

# Myglamm to donate up to rs 1 crore with the #turnonyoureyes movement with lisa haydon

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## INVC NEWS

New Delhi, MyGlamm & Lisa Haydon have launched a campaign urging Indian women to end eve-teasing by communicating their confidence by Turning On Their Eyes. Our eyes are a powerful tool for communicating. This campaign urges women to stand their ground, glaring back every time they receive an unwanted stare from a man. The campaign celebrates the modern woman of today and spotlights the challenges faced by women in the country with regard to Eve teasing and sexual harassment, urging them to glare back, and battle the perceptions and misconceptions laid down in our country. To help spread this message, MyGlamm is donating every time there is a unique share of this message up to INR 1 Crore to Give India and the Magic Bus India Foundation. Additionally, MyGlamm will also donate with the purchase of every MyGlamm eye make-up products. The #TurnOnYourEyes Campaign is pioneered for the purpose of women's safety, and aspires to create awareness about the euphemisms that exist within the social and cultural spheres in India, by requesting fellow citizens to reach out to the masses through social media to spread the message and create sentience, to help remain in the nation's consciousness. Supporting the cause Celebrity Lisa Haydon states, "This is a cause I can relate with as I have experienced this and see women experience this around me every day. It's time we stood our ground with confidence, feeling no shame.." The project also explores the experiences of gender norms, while encouraging and empowering women to voice their concerns and incidents, to work towards a rewarding solution and a lasting change. Diving in at a pivotal moment for women's rights in India, MyGlamm aspires women to regain their confidence, inspire others who have experienced or witnessed harassment to come forward, to look back and then seek justice. Malaika Mahtaney, CMO, MyGlamm says, "The unwanted male gaze is the first step in what eventually leads to eve-teasing and sexual harassment. We at MyGlamm are launching the #TurnOnYourEyes campaign to empower women and eradicate the problem at the root. To help make this message viral and to make a difference, MyGlamm is delighted to partner with Magic Bus and Give India and donate up to Rs 1 crore to their cause". While Magic Bus will utilize the donation to focus on getting more girls to complete their secondary education, choose a career and overcome the threats of child marriage, Give India will utilize the donation towards their Violence Against Women campaign. Speaking about the association, Jayant Rastogi, CEO, Magic Bus India says, We're proud to partner with MyGlamm for the #TurnYourEyesCampaign. Magic Bus stands for ensuring equal participation and opportunities for young girls in education, public spaces, and jobs. This association will help us connect to a larger audience about the need to promote gender equality. Fighting violence against women is a long, hard battle. We are focused on helping the survivors of violence rebuild their lives, and have partnered with the best NGOs in this space to further this cause. The partnership with MyGlamm is an opportunity to amplify awareness, and to help people convert their outrage into meaningful action." Says Arjun Kolady, GiveIndia. MyGlamm and Lisa Haydon along with Magic Bus India Foundation and Give India invite you to alter this momentum into action that every woman in India, irrespective of their age, social or economic background, Can Look Back Too!

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