

For Immediate Release

Hong Kong's Media, Creative and Entertainment Industries Pledge to Safeguard the Positive Portrayal of Women at Premiere of 'She Objects', A New Documentary by The Women's Foundation

She Objects Trailer Scores More Than 17,000 Viewers in First Few Days After Launch on Facebook

Hong Kong, June 14, 2016 – The Women's Foundation (TWF) today launched a public campaign to promote the positive portrayal of women by the media with the Hong Kong premiere of its new documentary *She Objects* (www.sheobjects.org). Sponsored by the Kering Group and supported by HSBC, Qeelin and FANCL, the premiere was a high-profile red carpet event, bringing together over 200 key stakeholders from Hong Kong's media, creative and entertainment industries. Celebrities including Joyce Cheng (who also features in the film), Gloria Yip, Shirley Kwan, Adam Wong, Qi Qi, Jessica Hsuan, Kayla Wong, Mara Rhomberg, Ng On Yee (Ladies World Snooker Championship), among many others, were also in attendance to show their support for greater sensitivity and responsibility towards the media portrayal of women.

At the premiere, all guests signed the *She Objects* pledge to show their support. TWF is also appealing to the public to take the same pledge online to “safeguard the positive portrayal of women and celebrate diversity in the media.” Members of the public can go to www.sheobjects.org to take the pledge and support the campaign on social media with #SheObjects. Since the launch of the *She Objects* campaign last week, TWF's Facebook page has already had 40,000 views, 17,000 people have viewed the trailer and more than 600 people have taken the *She Objects* pledge.

“We are elated, touched and humbled by the amazing show of interest and support that *She Objects* has received, both from local and international audiences for *She Objects*. We are also very grateful to the many partners not just from the media industry but also Government and the education, business and NGO sectors who are supporting the campaign. This is very powerful since the film's call to action is for all of us – from governments to the media, from brands to individuals particularly parents, educators and students – to be more thoughtful about the media's portrayal of female and to take action to drive change where change is needed.” said Su-Mei Thompson, CEO of The Women's Foundation Hong Kong, at the premiere.

The event also included a panel discussion prior to the screening with Su-Mei Thompson – CEO of TWF, Carlo Imò - President of Kering Asia Pacific and Singer-Writer-Actress Joyce Cheng, who is also featured in the documentary.

“We are proud to support the screening of She Objects. It continues Kering’s global commitment to give women a voice and to empower them to fight for their dignity all around the world,” said Carlo Imò, President of Kering Asia Pacific.

Commissioned by TWF in partnership with Women Helping Women and directed by rising local talent Nicola Fan, the documentary has already been highlighted at significant international events, including a Women in Motion Talk at Festival de Cannes jointly hosted by the Festival and Kering, and a Women in Media panel organised by UBS during the Women: New Portraits photo exhibition by Annie Leibovitz.

A 10-minute documentary short will be available to view in two weeks’ time at the She Objects website (www.sheobjects.org). The Women’s Foundation is also working with a team led by Professor Stephen Chiu at the Institute of Asia-Pacific Studies of the Chinese University of Hong Kong to develop training materials drawing on the film to promote media literacy and critical thinking among university and secondary students in Hong Kong.

Photo captions:



- I. The Women's Foundation CEO Su-Mei Thompson with Carlo Imò, President of title sponsor Kering Asia Pacific, Dennis Chan, Creative Director of Jewellery Sponsor Qeelin, and Christophe Artaux, CEO of Qeelin



2. From left to right - Carlo Imò, President of Kering Asia Pacific, Joyce Cheng and Su-Mei Thompson



3. Su-Mei Thompson and She Objects actress Joyce Cheng



4. Su-Mei Thompson and Christine Loh, Secretary for the Environment



5. Kim Robinson, Shirley Kwan, and Dennis Chan, Creative Director of Qeelin



6. She Objects Actress Joyce Cheng



7. Supermodel Qi Qi



8. Celebrity Jessica Hsuan



9. From left to right - Kayla Wong and Mara Rhomberg



10. Diana Cesar, CEO, HSBC Hong Kong, who gave the opening remarks

[Download photos here](#)

[About She Objects](#)

At once provocative and inspiring, She Objects challenges viewers to think critically about and resist the biased and often dehumanising portrayal of women in media. The film explores the impact of this on Hong Kong society and breaks new ground in bridging local, regional and global research and trends. Featuring engaging insights from celebrities including singer-writer-actress Joyce Cheng and real-life stories and interviews with leading experts, the documentary explores the correlation between the media's portrayal of women and eating disorders and self-esteem issues for girls, violence against women and girls, and the erosion of female ambition, and how social media and the selfie culture are contributing to the phenomenon.

[About The Women's Foundation \(TWF\)](#)

TWF is a not-for-profit organisation dedicated to improving the lives of women and girls in Hong Kong. Our goals are threefold - challenging gender stereotyping, growing the number of women in policy and decision-making roles, and empowering women in poverty to achieve a better quality of life for themselves and their families. We aspire to conduct ground-breaking research, run innovative and impactful community programmes, and engage in advocacy and education. For more information on TWF, please visit: www.twfhk.org.



Media Enquiries

The Women's Foundation

Crystal Chan

Tel: +852 2581 1151

Email: crystal.chan@twfhk.org

Ruder Finn Asia

Gregory Cole

Tel: +852 2201 6416

Email: coleg@ruderfinnasia.com

Jennifer Chow

Tel: +852 2201 6433

Email: chowj@ruderfinnasia.com