**Template press release for #MyLifeAt15 campaign**

[INSERT YOUR ORGANISATION’S LOGO

Today, [CITIZENS OF COUNTRY / CHAMPION] joined thousands worldwide in mobilising around [#MyLifeAt15](http://www.GirlsNotBrides.org/MyLifeAt15/), a new global campaign to end child marriage by 2030 and let girls everywhere fulfil their ambitions. [OPTIONAL: INSERT SENTENCE DESCRIBING WHAT CITIZENS/CHAMPIONS HAVE DONE AS PART OF CAMPAIGN]

Globally, 15 million girls a year are married before they reach their eighteenth birthday. Child marriage robs girls of their childhood and deprives them of their rights to education, health and a life free from violence. It not only thwarts their personal development but the development of our country.

Child marriage is a significant problem in [NAME OF YOUR COUNTRY]. According to UNICEF, [INSERT RATE OF CHILD MARRIAGE IN YOUR COUNTRY] per cent of girls are married before they are 18 and [INSERT RATE] are married before the age of 15.

[COUNTRY NAME] is one of the 193 countries to adopt the Global Goals for Sustainable Development Goals, a roadmap to ending poverty, inequality and injustice by 2030, which includes a target to end child, early and forced marriage. It’s time for [COUNTRY NAME] to turn their promises into action.

As we mark International Day of the Girl Child, [NAME OF YOUR ORGANISATION/PARTNERSHIP] calls on the government and leaders of [NAME OF YOUR COUNTRY] to develop and fund policies, programmes and plans to end child marriage and support married girls, in partnership with civil society, youth and children.

[INSERT QUOTE FROM SPOKESPERSON/CHAMPION WITH SPECIFIC POLICY ASK – It can be the head of your organisation, an activist, a youth advocate your work with, etc. For example: “Marrying off our daughters as children deprives them of their fundamental right to health, education and safety. We call on our national government to draw up legislation making the legal age of marriage 18 years old, and to enforce this legislation.” said XXX INSERT NAME OF PERSON PROVIDING QUOTE].

[QUOTE FROM A GIRL OR ACTIVIST ABOUT THE IMPACT OF CHILD MARRIAGE]

Luckily, the tide is turning. Once a taboo issue, child marriage is now a topic of global attention and momentum has grown tremendously in recent years. [INSERT RELEVANT EXAMPLES OF INITIATIVES TO ADDRESS CHILD MARRIAGE IN YOUR COUNTRY/REGION]

We have an unprecedented opportunity to make sure the next generation of girls in [COUNTRY NAME] is free to fulfil their potential and decide if, when and whom they marry. Let’s do everything in our power to make it a reality.

**About #MyLifeAt15**

#MyLifeAt15 is a global campaign in support of the implementation of target 5.3 of the Global Goals for Sustainable Development in which governments committed to end child marriage by 2030.

**About [your organisation]**

[Short description of your organisation]

[Your organisation] is a member of *Girls Not Brides: The Global Partnership to End Child Marriage*.

**Media contacts and materials**

[INSERT NAME, TELEPHONE NUMBER AND EMAIL ADDRESS OF A MEDIA CONTACT AT YOUR ORGANISATION]

[INSERT IF RELEVANT:] Case studies, photographs and interviews are available on request.

For more information about the campaign, visit: [www.GirlsNotBrides.org/MyLifeAt15/](http://www.GirlsNotBrides.org/MyLifeAt15/)