

*til death
do us part*

UNITED NATIONS CHILDREN'S FUND
international day of the girl



UNICEF

THE CHALLENGE:

Millions of girls worldwide are forced into child marriages each year.

THE IDEA:

Every year on October 11, The International Day of the Girl, UNICEF works with girls to amplify their voices and stand up for their rights. These PSA prints can be used for traditional print, social, digital or out of home executions.



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*to have
and to hold*

Child brides, regardless of age, are forced become wives
in the full sense of the word and demonstrate their
fertility as soon as they are married.



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*in sickness and
in health*

Child marriages are linked to health-related issues including sexually transmitted diseases, cervical cancer, malaria, and pregnancy complications.



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*from this day
until my last day*

An estimated 50,000 of the 14.4 million child brides who give birth every year die in the process.



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70,000 child brides die every year as a
result of pregnancy or childbirth complications.

NEXT MONTH, THIS GIRL
WILL CELEBRATE HER

*18th birthday &
10th anniversary*

UNICEF estimates more than 650 million women alive today were married before the age of 18. In 2016 alone, 5.6 million girls under the age of 18 became child brides.



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