



FOR IMMEDIATE RELEASE

## **‘WOMEN ON A MISSION’ TREK ACROSS DESERT FOR A CAUSE**

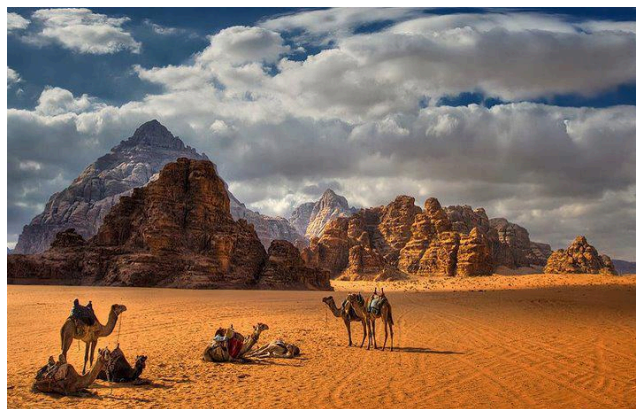
Independent All-female Team to Trek across the Valley of the Moon,  
In the Middle Eastern Kingdom of Jordan, on a mission  
To end violence against women

"There is one universal truth, applicable to all countries, cultures and communities: violence against women is never acceptable, never excusable, never tolerable. The strengthening of global commitment to counteract this plague is a movement whose time has come."

– UN Secretary-General Ban Ki-moon

**Singapore, October 2013** - An independent, self-funded, all-female team of 14 women from Singapore will embark on a 10 day trek, on November 3, 2013, across a politically charged region of the Middle East, in an effort to raise awareness and funds for women survivors of war, victims of human trafficking, and rape. While carefully monitoring the volatile situation in Syria, which could cause them to shift their departure date by a few weeks or months, the team remains completely committed to the mission and objectives of this campaign.

Under the banner of Women on a Mission - a non-profit entity, based in Singapore, which combines challenging expeditionary travel with the support of humanitarian causes - this team of dedicated women has chosen the Hashemite Kingdom of Jordan, in the mountainous region of Wadi Rum, also called the *Valley of the Moon*, as its next destination to highlight the need to end violence against women. Wadi Rum is also well known for its connection with British officer and adventurer T.E. Lawrence, often referred to as Lawrence of Arabia, who passed through this region several times during the Arab Revolt of 1917-18.





Following close on the heels of their successful campaign to Everest Base Camp in Nepal last November 2012, which raised a total of S\$145,000 for women victims of war, this next Women on a Mission trek will, in contrast, be taking place in the midst of very different landscapes and temperatures. This being said, the journey will be equally challenging, and for this expedition, the team has chosen to partner with UK based Secret Compass, pioneers in adventurous travel, founded by ex-British military officers of Her Majesty's Forces Parachute Regiment, who have helped put together a very challenging trek for the women heading to Jordan.

The team's journey will begin in Amman, the capital of Jordan, and continue on to Wadi Rum, following the magical trail of the Bedouin people of the deserts of the Rakebat Canyon. They will camp *en route*, and continue to travel in a majestic and otherworldly land of dunes and jagged red-rose rocks. The trek will include an average of 7 to 8 hours of hard hiking per day (carrying 15-20kg packs) under blistering heat, on a multitude of terrains, and will culminate with the scaling of the steep rocky facade of Jebel Um Adaam, the highest mountain in Jordan, located near the border of Saudi Arabia.



Historically, Jordan has played a pivotal role in the struggle for power in the Middle East. Its significance in this campaign is of great importance, as not only is it strategically located at the crossroads of what Christians, Jews and Muslims call the Holy Land, extending into the historic region of Palestine, at the heart of an area that has been at war since the dawn of time, but also because Jordan has strived to play a noteworthy role in brokering peace between governments at war, in this volatile powder keg of a region, for over half a century.

By trekking in this part of the world, the team of Women on a Mission hopes to bring international attention to the need for societies, governments and corporations to get involved and help end violence against women, not just victims of war, but also victims of human trafficking and rape. The team passionately feels this reality can no longer be tolerated, in any form, in any context, and by anyone around the globe.

The Trek to Jordan is part of a larger effort to raise awareness and funds for key charitable organizations that Women on a Mission support and work closely with. The team's objective is to raise a total of \$100,000 SGD to support the following charitable organizations:

Women for Women International (WfWI) – an independent humanitarian organization, which provides women survivors of war, civil strife and other conflicts with tools and resources to move from crisis and poverty to stability and self-sufficiency. WfWI operates in Afghanistan, Bosnia and Herzegovina, the Democratic Republic of the Congo, Iraq, Kosovo, Nigeria, Rwanda, and South Sudan, with its





headquarters in Washington, DC and executive/fundraising offices in London and New York. The organization was founded in 1993, by Zainab Salbi, an Iraqi American who is herself a survivor of the Iran/Iraq War, and counts Her Majesty Queen Rania of Jordan as its Global Ambassador. For more information please visit their website: <http://www.womenforwomen.org>

And they are also collaborating with two other Singapore-based organizations that specifically focus on helping to further the cause of victims of gender violence, UN Women Singapore <http://www.unwomen-nc.org.sg> and AWARE <http://www.aware.org.sg>, on the We Can! End All Violence Against Women Campaign (Singapore), which hopes to mobilize 1000 Change Makers and community organizations to spread awareness and action for a violence-free Singapore. The campaign highlights the less visible forms of violence against women and provides individuals and organizations with tools for violence prevention and intervention.

The expedition team of this 'Women on a Mission' Trek to Jordan 2013 is formed by 12 intrepid women with diverse nationalities and backgrounds. While they are all incredibly well accomplished in their careers, they are equally passionate about supporting charitable causes and helping the less privileged. Here is a brief introduction of the three Founding Partners of Women on a Mission:

Valerie Boffy is an ex-French National Junior Team Gymnast and Volleyball Player, who has also had a very successful international business career working her way from regional to worldwide executive director for luxury brands such as Estee Lauder, Bally and Cartier. She summited Mount Everest (8,848 m - 29,029 ft) in May 19<sup>th</sup> 2012, and is only the 6<sup>th</sup> French woman to have ever accomplished this feat.

Christine Amour-Levar is a French/Filipina Writer & Marketing Consultant, whose diverse, international career has taken her across four continents for McCann-Erickson, Nike and Philippe Starck. Following this, she set up and operated her own Brazilian fashion boutique concept in Singapore, and is the author of The Smart Girl's Handbook to Being Mummylicious [www.thesmartgirlshandbook.com](http://www.thesmartgirlshandbook.com).

Karine Moge is a French Photographer who also teaches photography in Singapore. After many years as an international Investment Banker, she pursued her passion for photography and started putting it to use to support charitable causes. Karine's work has been exhibited and published in London, Paris and Singapore [www.karinemoge.com](http://www.karinemoge.com)

The Trek to Jordan will be kicked off on October 18th, with an Arabian-themed fundraising event at The Polo Club of Singapore. At the event, Singapore based, international adventurer and TED speaker [Thaddeus Lawrence](#), best known for being one of only 125 individuals in the world to have successfully raced 1,000 kilometres in the hottest, coldest, windiest and driest deserts on earth,





including the Sahara, Gobi, Atacama and Antarctica will share his experience and recount his astonishing story, which embodies the spirit of ordinary people living extraordinary lives. This will be followed by a fashion show by Jordanian Designer Asma Charles and by special belly dance performances. Tickets for the event are priced at \$200, and can be purchased via this link: <http://woamjordan trek2013.eventbrite.sg>. All funds will be donated to women victims of violence and war.

Ultimately, Women on a Mission's objective is to inspire women to want to leave their comfort zone, their families and homes for a certain period of time, while pushing their limits in an effort to rally support for a worthy cause. At the core of their culture is a passion for adventure and a deep respect and love of nature. They seek to travel and explore the world, and as a result make new discoveries, flourish as individuals, and most important, contribute to society, while championing the cause of women around the world.

**For more information please visit Women on a Mission's website:**

<http://www.womenmission.com>

**To donate to WfWI please click on this JUST GIVING link:**

<https://www.justgiving.com/teams/womenonamission>

**The press release is issued by Skyy Creative Consultant Pte Ltd**

**For media queries, please contact**

- Christine Amour-Levar (Founding Partner of Women on a Mission)  
Email: [Christine@womenmission.com](mailto:Christine@womenmission.com) Mobile: +65 9170 5237
- Cherie Ng (Skyy Creative Consultant Pte Ltd)  
Email: [Cherie@skyy.com.sg](mailto:Cherie@skyy.com.sg) Office: +65 6569 1680 Mobile: +65 9746 0372
- Eileen Chen (Skyy Creative Consultant Pte Ltd)  
Email : [Eileen@skyy.com.sg](mailto:Eileen@skyy.com.sg) Office: +65 6569 1680 Mobile: +65 9641 6836



To follow the team's journey, LIKE their Facebook page:

<https://www.facebook.com/WOAMSingapore>





## TEAM PROFILE

Here is a brief introduction of some of the team members:

1. **Valerie Boffy** is an ex-French National Junior Team Gymnast and Volleyball Player, who has also had a very successful international business career working her way from regional to worldwide executive director for luxury brands such as Estee Lauder, Bally and Cartier. She summited Mount Everest (8,848 m - 29,029 ft) in May 19<sup>th</sup> 2012, and is only the 6<sup>th</sup> French woman to have ever accomplished this feat.
2. **Christine Amour-Levar** is a French/Filipina writer & marketing consultant, whose diverse, international career has taken her across four continents for McCann-Erickson, Nike and Philippe Starck. Following this, she set up and operated her own Brazilian fashion boutique concept in Singapore, and is the author of The Smart Girl's Handbook to Being Mummylicious [www.thesmartgirlshandbook.com](http://www.thesmartgirlshandbook.com).
3. **Karine Moge** is a French photographer who also teaches photography in Singapore. After many years as an international Investment Banker, she pursued her passion for photography and started putting it to use to support charitable causes. Karine's work has been exhibited and published in London, Paris and Singapore [www.karinemoge.com](http://www.karinemoge.com)
4. **Neena Ali** is a British artist of Indian parentage, who runs an art school here in Singapore <http://www.theartroom.com.sg>. Before this she worked in the fashion industry for many years, for such brands as Gucci, YSL, Donna Karen, and later for Deloitte and Touche, Marks & Spencer and RBS.
5. **Catherine Zaccaria** is a Swiss national; resident of Singapore specialized in childhood and adolescent education. She has devoted many years of her life, to counselling special needs children and adolescents with social integration difficulties and deep psychological issues, due to abuse and mistreatment.
6. **Hermine Matzer van Bloois** is a British national of Dutch parentage, who is the Global Director of Retail Design at Hugo Boss based in Germany, responsible for the brand's store design and visual merchandising worldwide. Hermine is as passionate about her international career in the fashion industry as she is about sports, having played tennis at a junior national level for Holland, and competed in the Berlin Marathon four times.
7. **Linda Woodford** is an Australian living in Singapore as the Managing Director of Kaizen Consulting, [www.kaizenconsulting.sg](http://www.kaizenconsulting.sg), which focuses on financial services in the mining, oil and gas industries. She has travelled the world extensively; living in New Zealand, the South of France and Indonesia, as well as Bahrain working as an international flight attend for the Bahraini Royal Family and for Gulf Air.
8. **Paige Okun** is an American national, who has lived and worked in Asia for over 10 years. She has a wealth of corporate and NGO experience, both in the US and Asia. Paige was the Chief Operating Officer for Caring for Cambodia and the Director of Communications and Development for Special







Olympics Asia Pacific, running communications and fundraising programs for 25 countries in the region. Currently she is the President of her own company, Oktad Communications, which specializes in incorporating social responsibility into company brand identities.

9. **Devika Tay** is a Singaporean national of Indian descent, who specializes in physical education and teaching English to young learners. She is an avid trekker and mountaineer, who was also selected to be on the Singapore Women's Everest Team when it was first, formed in 2004.
10. **Michelle Martin** is a Singaporean national who is the Radio Host of The WOW (Women of Worth) Club on 938LIVE. This award-winning news-presenter was 2012's main T.V. commentator for the Singapore National Day Parade and the "live" emcee for the Prime Minister's National Day Rally. Michelle is also a dedicated Reading Ambassador for the National Library Board, and was the Chairman of the Singapore Woman's Awards for 2013.
11. **Erin Sandral** is a British/American national who grew up in London, Paris, Dallas and Amsterdam and now lives in Singapore. Throughout her career in PR and Communications, Erin has worked with an extensive range of clients including Pepsi, KFC, Pizza Hut, Unilever, Boujis, and The UK Labour Party. Erin is a Fellow of the Royal Geographic Society and has a passion for Kenya, where her family also has a home.
12. **Muriel Bauer** is a French Psychotherapist and Life Coach based in Singapore. She is passionate about women's rights and has worked for many years as a counsellor for a Women's Centre in London. Muriel has travelled the world extensively to pursue her love of trekking and discovery of new cultures.
13. **Patricia Jones** is a Brazilian national who has recently relocated to Singapore from Geneva. She is an experienced fashion retail entrepreneur, who founded and operated her own business in the UK and in Switzerland. Patricia has also worked in event planning, hospitality and has been involved in the organization of various fundraising events. She is a passionate supporter of women's issues and enjoys adventurous travel.
14. **Chin Fee Chen** is a Singaporean national who is the Business Development Manager of the MBA Programme at Nanyang Business School. She is a Salsa dancer and teacher, who also enjoys ballet, art jamming, rollerblading. Chin Fee is an avid adventure traveller and has climbed Mount Rinjani. She has also recently gotten her diving license.

~ end of document ~

