



On Friday, September 23rd, campuses across the country will take **37 seconds** of silence during their day to remember the 37 million missing girls in China. Can you spare **37 seconds**?

So what's the problem?

September 25th marks the 31st anniversary of China's One-Child Policy, a policy slated to last only 30 years. Yet here we are, 31 years later and high-level officials in China have indicated that the policy is set to continue indefinitely.

The One-Child policy has exacerbated the preference for male children in China, and, as a result, there are over 37 million missing girls in China today. That also means there are 37 million men who will have no chance of a wife or a family without the illegal trafficking of women in China and from surrounding countries that is already taking place. It means there will be a growing elderly population in China with no-one to care for them. And it will affect China's economy and trade as its labor force dwindles.

Enough is enough. It's time to take a stand against the loss of so many innocent lives, and the oppression of women and girls that amounts to one of the worst human rights violations in history.

And you can make a difference in 37 seconds.

What is 37 Seconds?

37 Seconds is a simple campaign aimed at raising awareness about the correlation between the OCP and gendercide in China and taking a brief moment to remember those girls who will never have the life they deserve. There will also be an opportunity to contribute to life-giving programs in China, simply by getting people to turn up; for every person that participates, a dollar will go to one of All Girls Allowed's programs on the ground.

What do I have to do?

On September 23rd at 12:37pm (whenever is best), gather your friends, peers, professors, and community members to a location on campus where you'll give a brief presentation (don't worry, we've provided a script in your campaign kit!), and have the option to show a video about the OCP and gendercide in China. After explaining the problem, you'll invite people to join you in taking 37 seconds of silence to remember the 37 million missing girls in China. After the moment of silence, everyone will have the opportunity to send \$1 to one of All Girls Allowed's programs on the ground in China, simply by providing their emails. After that, the event is over and you just need to return the emails and any donations received to AGA in the pre-addressed and stamped envelope provided in your kit. It's as simple as that! What could be an easier way to bring hope to girls and mothers in China?

How do I get started?

If you'd like to partner with All Girls Allowed and bring **37 Seconds** to your campus, register at www.allgirlsallowed.org/37seconds. After you've registered, we'll get you a campaign kit with all the materials you'll need.

While you wait for your kit to arrive, start to gather your friends. Explain why you are passionate about the cause of gendercide in China and ask them if they would like to help you run the campaign. Once you receive the campaign kit, you'll have all the information you need!