

Orange The World Cultural Parade

Report compiled by
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Photographs courtesy of Sarawak Cultural Village



A participant displays the campaign t-shirt featuring the iconic orange handprint and message 'Stop Violence Against Women & Girls' during the OTW campaign at Sarawak Cultural Village.

Sarawak Cultural Village: On 30 November 2025, a meaningful collaboration was held at Sarawak Cultural Village, SCV through the **"Orange The World" OTW** campaign, an initiative supporting the global campaign led by UN Women to raise awareness about ending violence against women and girls.

It was also in line with the **International Inner Wheel (IIW)** efforts to continuously champion the campaign, observed annually during the 16 Days of Activism against Gender-Based Violence, that calls on communities worldwide to stand together in promoting respect, equality, and safety for women and girls.

Together in orange for a powerful cause.



Jane (standing - centre) with participants from five entities in a photo call, holding banners and orange balloons in solidarity with UN Women's Orange The World Campaign.

At the SCV level, fifty people from five organisations took part in the campaign led by Inner Wheel District, IWD 331 Chairman, Jane Lian Labang who is also the Chief Executive Officer of SCV.

Apart from her staff, others who took part were members of Kelab Rekreasi Kampung Budaya, KRESKAB, Damai Golf & Country Club, DGCC and Sarawak Dayak National Union, SDNU. Secretary of Inner Wheel Club Kuching, Dayang Mariam Abdul Razak represented her club - that sponsored T-shirts, balloons and paints for the campaign.

The campaign entitled **Orange The World Cultural Parade**, highlighted the beauty of Sarawak's cultural diversity while amplifying the message of solidarity, respect, and the collective effort in championing global social causes to build safer communities and empowering women and girls.

A moment before hope takes flight.



Walking together in solidarity around Sarawak Cultural Village, carrying orange balloons as a symbol of hope and unity for the Orange the World Campaign by UN Women.





Orange balloons ascend into the sky above Mount Santubong as participants release them in a powerful gesture of hope and unity for the OTW campaign.



A group photo of participants before the symbolic balloon release, representing collective commitment to ending gender-based violence..

Leading the movement with a bold message.



Jane (second left) with participants leave orange handprints on a canvas wall, creating a visual testament to their commitment to the Orange The World Campaign's mission.

Jane displays her orange-painted hand, a powerful symbol of solidarity in the fight to end violence against women and girls.





Mission accomplished



Together we end violence against women and girls!

