



****EMBARGOED UNTIL 8AM ON TUESDAY 8 JANUARY****

Free Periods: Amika George, teenage 'period poverty' activist and campaigner, launches new legal campaign for free menstrual products in schools

[8 January, London] Today, Amika George, Founder of [Free Periods](#) and 'period poverty' activist, has announced a new legal campaign to provide free menstrual products to all schoolchildren.

The campaign launches with a [Crowdfunding drive](#) to raise funds for exploratory legal work and in support of the broader legal campaign, with the requirement that £10k must be raised in 30 days for any of the pledges to be collected.

The Free Periods campaign, in partnership with the [Red Box Project](#) and supported by [The Pink Protest](#), seeks to ensure that menstrual products should be freely available in schools to all children who need them. Access to education is a fundamental human right, and Free Periods believes that no child should be forced to miss school as a result of not being able to afford pads or tampons.

Free Periods is being advised by the Human Rights team at law firm Hausfeld & Co.

This new legal campaign follows the one year anniversary of the [Free Periods protest](#) to end period poverty, where over 2,000 people gathered outside Downing Street to call out the UK government's failure to take action against period poverty.

In the UK, 49% of girls have missed an entire day of school because of their period, whilst 1 in 10 young women (aged 14-21) have been unable to afford period products¹. In London alone, 80,000 young women and girls are affected by period poverty.²

¹ [Plan International UK](#) (based on Opinium Research survey of representative weighted sample of 1,000 girls and young women aged 14-21, carried out online between 22-24 August 2017).

² [London.gov.uk](#) (based on GLA research carried out by YouGov, between 23 Feb-7 Mar 2017)

2018 saw significant progress for the cause in Britain, with the [Scottish government](#) becoming the first national government ever to provide free access to menstrual products in all schools, colleges and universities, whilst in Wales, the government pledged £1m to address period poverty. In England, we still have no policies in place.

The campaign also launches with a film made by Emmy-award winning filmmaker, [Lina Plioplyte](#), featuring Amika and ten schoolgirls from London (*film available evening of Monday 7th Jan*).

Amika George, Founder of Free Periods commented: “I am tired of the government’s inaction and so, just over one year on from our Free Periods protest to Parliament, I am proud to launch a legal campaign, calling on the UK government to provide free, universally accessible menstrual products in schools and colleges. With support from others, we are confident that we can bring positive change to our communities by offering young girls access to the menstrual products they need in order to participate in their education, which is their fundamental human right.”

Anna Miles, Co-Founder of the Red Box Project and director of Free Periods, added: “We are proud to provide thousands of schools with red boxes of free period products. This is made possible by the kindness and generosity bestowed upon us by local communities across the UK and the hard work of our over 200 volunteer coordinators. But access to education should not rely on the kindness of others. It is time for the government to step up.”

To support the campaign visit the Free Periods crowdfunding page:

<https://www.crowdjustice.com/case/freeperiods/>

WHAT CAN YOU DO TO HELP?

Share the [CROWDJUSTICE PAGE](#)

Share the **FREE PERIODS FILM**. (*film available evening of Monday 7th Jan*)

Share the [FREE PERIODS POSTERS](#) on social media and **post** about our goal. Here is an example:

*#FreePeriods launches new legal campaign to make sure that no child misses school because of their period. Be a part of this change. Find out how to get involved here:
www.crowdjustice.com/case/freeperiods*

Visit www.freeperiods.org for more information on the campaign.

WHO ARE FREE PERIODS?

Amika George

Amika founded [#FreePeriods](#) when she was 17. Now 19 and at university, she has received global recognition for her campaigning work, including receiving a Goalkeepers award by Bill & Melinda Gates, in conjunction with the United Nations, and was recently listed by TIME magazine as one of the 25 most influential teenagers in the world in 2018.

The Pink Protest

[The Pink Protest](#) is a community of feminist activists committed to engaging in action and supporting each other. Founded by Scarlett Curtis, Grace Campbell, Alice Skinner and Honey Ross, they organise events and campaigns allowing young people to get involved with real, grassroots activism.

The Red Box Project's Anna Miles, Clegg Bamber and Gemma Abbott

[The Red Box Project](#) is a national community project working to provide free access to period products in local schools. The Red Box Project has over 200 projects run by volunteer coordinators across the UK and is committed to supporting young people to access period products until the government steps in.

Janvi Patel

Chairwoman and co-founder of [Halebury](#), a pioneering NewLaw firm, and advisory board member of Equality Now.

**For further information on the campaign, please contact Amika George at
freeperiodscampaign@gmail.com**

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