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U.N. Emblem for International Women's Year 1975 Emphasises Equality

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*Centre for
Economic and Social
Information*

OPI/CESI NOTE IWY/10
1974

U.N. EMBLEM FOR INTERNATIONAL WOMEN'S YEAR 1975
EMPHASISES EQUALITY

Created by Woman Graphic Designer for Use in
Year's Activities

The United Nations has adopted an official emblem for use during International Women's Year 1975.

The emblem consists of a stylized dove, the biological symbol for women and the mathematical sign for equality.

It will be used on posters, banners, mastheads, postage stamps and other material connected with activities of International Women's Year.

Designed by Ms. Valerie Pettis, a 27-year old graphic designer at Henry Dreyfuss Associates in New York, the emblem symbolizes the continuing concern of the United Nations in promoting the equality of men and women throughout the world.

Recognition of Importance of Equality of Women

The designation of 1975 as International Women's Year comes at a time of growing world recognition of the importance of women in the promotion of peace, economic and social development plans and population programmes.

Activities planned for the Year are aimed at increasing understanding of the need for improving the status of women in developed and developing countries alike.

Highlight of the Year will be an International Conference, at the government delegation level, the first world meeting on the promotion of equality between men and women. It will be sponsored by the United Nations in Bogota, Colombia in June, 1975.

1975 was proclaimed International Women's Year by a resolution of the General Assembly 3010 (XXVII) on 18 December 1972.

(more)

74-45045.



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This resolution outlined the aims of the Year as:

- (a) to promote equality between men and women;
- (b) to ensure the full integration of women in the total development effort, especially by emphasizing women's responsibility and important role in economic, social and cultural development at the national, regional and international levels, particularly during the Second United Nations Development Decade; and
- (c) to recognize the importance of women's increasing contribution to the development of friendly relations and co-operation among States and to the strengthening of world peace.

* * * * *



International
Women's Year
1975