



The International Coalition of Tourism Partners to support Friends-International and its ChildSafe Network

Hawaii, Brussels, Seychelles, Phnom Penh (Cambodia) - 12 July 2013

In a new departure, the International Coalition of Tourism Partners (ICTP) has decided to take a stand on a serious social issue affecting our sector – namely the protection and education of disadvantaged children – particularly girls.

Following discussions at the recent World Economic Forum in Myanmar between ICTP President Professor Geoffrey Lipman and Sebastien Marot Director of Friends-International, the two organizations agreed to collaborate to help draw attention to the good work of Friends-International, spreading around the world from its base in South East Asia. As a first step, ICTP through its founding partner eTurboNews will circulate a bimonthly news letter from Friends-International with advice and good practice for destinations and their stakeholders.

Lipman said *"We can't have quality destinations if we don't protect the children there, help them get a decent education and a chance of a better life. By supporting and publicising the outstanding work of Friends-International, ICTP hopes to use its expanding network to make a difference. We've also chosen to symbolically announce this collaboration on the day when 15 year old Malala Yousafzai - senselessly shot for campaigning for education opportunities for girls – calls for global support at the UN Assembly. We want to stand up and be counted"*.

Marot said: *"Malala Yousafzai's story reminds us how essential it is that children are protected and given the chance and the support to build their future. This cannot be achieved by one organization alone, but only by working with all stakeholders. This is why this collaboration with ICTP is so important: it will allow the expansion of services and will support the diffusion of the ChildSafe messages to a wider audience. More people will be informed, aware and able to act to protect children wherever they travel and be part of the ChildSafe movement: together, we can protect children from all forms of abuse!"*

About ICTP

The International Coalition of Tourism Partners (ICTP) is a grassroots travel and tourism coalition of global destinations committed to quality service and green growth. ICTP engages communities and their stakeholders to share quality and green opportunities including tools and resources, access to funding, education, and marketing support. ICTP advocates sustainable aviation growth, streamlined travel formalities, fair coherent taxation, and investments for jobs. ICTP supports the UN Millennium Development Goals, the UN World Tourism Organization's Global Code of Ethics for Tourism, and a range of programs that underpin them. More information on ICTP: <http://www.tourismpartners.org>

About Friends-International

Friends-International is a leading social enterprise saving lives and building futures of the most marginalized children & youth, their families and their communities in South East Asia and across the world.

The ChildSafe Network is a global child protection system established and powered by Friends-International and is designed to protect children & youth from all forms of abuse, prevent them from engaging in dangerous behaviors and influence all tiers of society and the international community so they can create positive environments for children & youth. The network trains and supports key and strategic members of

communities, raises awareness and promotes behavior change among the general population and supports behaviour change among tourists and travelers to reduce their social footprint.

More information on Friends-International: www.friends-international.org

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