



Fanny Lu launches CIM/OAS campaign for sorority and the empowerment of women and girls

December 14, 2020 - Colombian singer and Goodwill Ambassador of the [Inter-American Commission of Women \(CIM\)](#) of the OAS, Fanny Lu, together with Alejandra Mora Mora, Executive Secretary of the CIM, launch on social media the campaign **#WeAreCIM**, with the objective of building a sense of belonging among women on the agenda of the first political forum in the region for the recognition of women, through collective work and in sorority.

The collaboration between Fanny Lu, a role model for thousands of young women in the region, together with the CIM/OAS, the organization with the longest trajectory for women's rights in the continent, proposes a journey through the path to sorority, which is composed of several moments of recognition that women experience, first at the individual level and then moving towards the collective. This communication and awareness-raising initiative seeks to highlight and emphasize women's issues and needs, using a visually striking type of imagery that relates to the importance of the women's agenda.

"This partnership with the CIM/OAS seeks to amplify the voices of women and girls through collective work and the generation of alliances towards equality, through a beautiful campaign that, through the use of striking colors and powerful messages, seeks to remind that women's issues must always be highlighted in the most visible and important spaces. Women have always been my greatest inspiration and today, as CIM/OAS Goodwill Ambassador, I will continue working to empower them so that more and more young women and girls feel that they are capable of living to the fullest and fulfilling their dreams," said Fanny Lu.

"Sorority is the commitment and recognition of other women and it is our commitment to others for a fairer world, more feminist and with more rights for all women. This

alliance with singer Fanny Lu seeks to promote the empowerment of young women and girls for the promotion of a culture of equality. From the CIM, in different political, social and cultural alliances we will continue working to bring more women to traditionally male spaces, with a real commitment to push the powerful agenda of women's rights," stressed Alejandra Mora Mora, the OAS' highest authority on gender.

Fanny Lu was named CIM/OAS Goodwill Ambassador by Secretary General Luis Almagro at the 2019 OAS General Assembly in Medellín, in recognition of her career and her work to empower women through her art. During this Mission, the CIM/OAS seeks to strengthen with Fanny Lu the work route towards a new gender pact for equality between men and women.



The [CIM/OAS](#) is the region's main political forum for the recognition of women's human rights and gender equality. Since its creation in 1928, the CIM has played a predominant and strategic role in the promotion of women's rights in the hemisphere.