



This is Brave  
This is Bruised  
This is Who I'm meant to be  
**THIS IS ME**

**PRESS  
RELEASE**

February 2025

**'This Is Me' is returning in 2025!**

**Challenging sexist narratives of female beauty and conformity.**

This International Women's Day we choose to embrace who we are and share our greatness with the world.

This Is Me is excited to return in 2025, back in the week of International Women's Day, celebrating all women on March 15th at Collingwood Town Hall Abbotsford.

This Is Me celebrates women and their stories, enabling them to honour themselves and their life journey. This year we will bring together 20 women of a range of ages, body types, ethnic backgrounds, and gender experience to (role)model their true self on stage, share their journeys, laugh, strut, and above all, challenge the monolithic standards of beauty and femininity that society still imposes on women.

By empowering a range of female voices and spotlighting their diversity, This Is Me subverts and challenges the misogynistic cultural narrative that tells women that they can only be beautiful and fulfilled if they fit into narrow categories of size, orientation, expression and identification.

First held in 2020 on International Women's Day, the event drew a crowd of 300 guests who celebrated and applauded women for their courage, resilience and authenticity. The event also provides a platform for social enterprises that support social and justice causes to sell goods and create awareness of social good with the audience.

All funds raised will be directed to a not for profit social enterprise, Full Circle which supports disadvantaged children in India with Leadership skills so that they might break the intergenerational cycle of poverty.

Tina Brunet, creator of This Is Me has won Women Changing the World awards Silver in 2023 for the event and its impact. She says "It's about celebrating women and their truth. Something shifts when you learn your own worth, suddenly you can find yourself rising above the fears that cage you"

Roopinder (2023 audience member): Seeing all these women going up on stage owning the deepest traumas, darkest pasts, seeing the light at the end of the tunnel and then showcasing that whole journey on stage for the whole world to see and revel and rejoice in the achievement that they have come full circle in their journeys. What a celebration, a moment of triumph for these women. To know who they truly are and to be able to celebrate that. It was all so powerful and moving.

This Is Me is a women-led event, entirely volunteer-run, and will, in addition to the show, feature performances by women who are ready to express themselves through art, music and dance. We could not run this event without the support **Yarra City Council** as our major sponsor and supporter and all of the volunteers who continue to cheer us on.

***hello, is it me you're looking for?***

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