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A community initiative of The Big Issue.

**The WOMEN'S
SUBSCRIPTION
ENTERPRISE**

WOMEN'S DAY

Celebrating 100 years

THE Body Shop has joined *The Big Issue* on a month-long campaign to celebrate the 100th anniversary of International Women's Day.

Melbourne creative agency The Blue Group designed the Strength in Numbers campaign. The aim is to raise awareness of Australia's 46,000 homeless women and publicise the magazine's Women's Subscription Enterprise, which provides work and training for disadvantaged women through the sale of subscriptions.