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A direct mail campaign aimed at lawmakers to increase the minimum age of marriage to 18

THE BACKGROUND

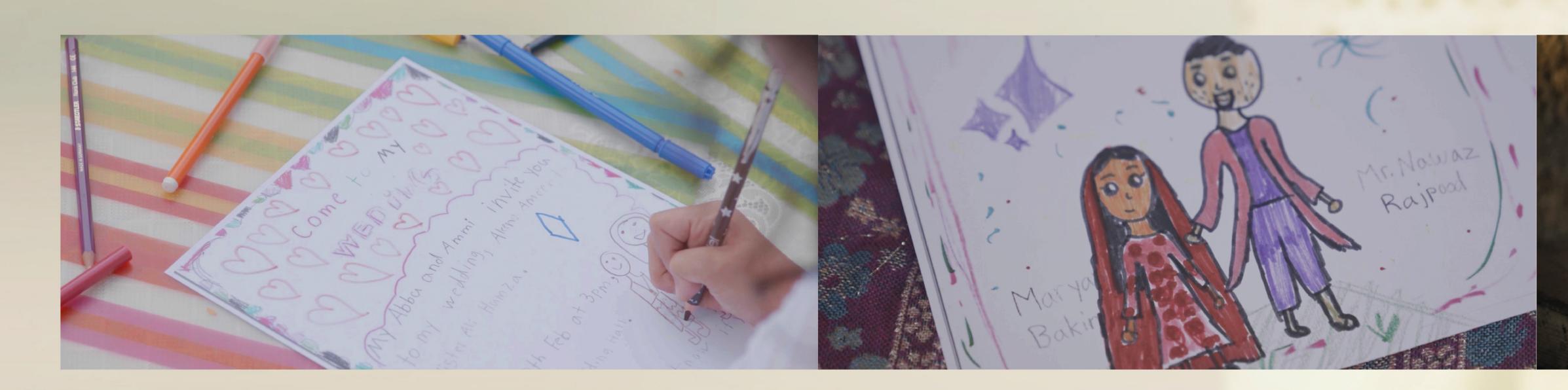
are child brides. The UN children's agency estimates that around 4.6 million were married before the age of 15. Some as young as 5.

21% of girls in Pakistan are married off before the UN Women, the United Nations entity dedicated age of 18. According to UNICEF, nearly 19 million to gender equality and the empowerment of women has been actively fighting against the harmful practice of child marriage in Pakistan.

THE IDEA

To motivate lawmakers to pass a bill protecting received invitations to fictional children's weddings children from child marriage and put an end to this harmful practice, UN Women chose to target wedding, designed entirely by children. leaders with a direct mail campaign. Members of the National Assembly of Pakistan

through wedding cards that would suit a child's







FEDERAL SHARIAH COURTANNOUNCES 18 AS THE MINIMUM AGE OF MARRIAGE.