FOR IMMEDIATE RELEASE

Period Week Empowers Students and De-stigmatizes Menstruation

CHICO, Calif.– The Associated Students Gender and Sexuality Equity Center (GSEC) of CSU, Chico are excited to announce their very first “Period Week.” The GSEC is collaborating with AS Sustainability to host this series of events from Mar 22–24 with the intent to debunk negative stereotypes and empower people on the topic of menstruation. The mainstream attitude about periods is associated with feelings of embarrassment and shame; as a result, there is a lack of accurate information and education regarding this important topic. GSEC aims to educate Chico State students and community members in order to celebrate and de-stigmatize the topic of menstruation. The schedule is as follows:

**Tuesday, March 22**
Tabling Fair and Menstrual Hygiene Product Drive for Homeless Youth
Activity: People will have opportunity to make own sustainable Heating Pads
Time and Location: 10 a.m.–2 p.m. in Trinity Commons

**Wednesday, March 23**
Film screening of “Red Moon” with an engaging post-film discussion
Facilitator: Professor Kate McCarthy
Time and Location: 4–6 p.m. in BMU 203

**Thursday, March 24**
“Surfing the Crimson Waves: Menstrual Stigma and Empowerment in a Patriarchal Society”
Facilitator: Professor Susanna Boxall
Time and Location: 4–5 p.m. in O’Connell 254

The GSEC will also be holding a Menstrual Hygiene Product Drive to donate to youth homeless shelters in Butte County. Depending on the volume of donations, we will be donating to 6th Street Center for Youth and H.E.A.R.T. (Homeless Emergency Action Response Team). Hygiene, especially in regard to menstruation, is a daily struggle for youth on the street. Many people do not think to donate menstrual products when supporting local shelters. The GSEC is looking for pads, tampons, and reusable menstrual hygiene products such as menstrual cups and reusable pads.

For more information, please contact asgsec.wom@csuchico.edu or call (530) 898-5724.

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The Associated Students Gender and Sexuality Equity Center [GSEC] is a student-run activist organization that strives to empower all students through its four programs: the Women’s Program, LGBTQ+ Program, Outreach Program, and Trans Program. The GSEC challenges societal norms that have been used to oppress and marginalize by providing opportunities for leadership, personal development, and referral services. We offer a safe and inclusive space where the campus and community can effectively support the academic mission of the university.