

# Merck Foundation Calls for Applications “Merck More Than a Mother” Fashion Awards in partnership with Ghana First Lady

NAIROBI, KENYA, February 18, 2019  
/EINPresswire.com/ -- Merck Foundation, the philanthropic arm of Merck KGaA Germany announces the Call for Application of “Merck More Than a Mother” Fashion Awards in partnership with H.E. REBECCA AKUFO-ADDO, The First Lady of Ghana, together with Accra Technical Institute and College of Creative Design.

The applicants are requested to send the sketches of their creations as an attachment on email: [info@merck-foundation.com](mailto:info@merck-foundation.com)

The closing date for applications is 30th of June 2019.

“No designer has ever, or would ever, say that he or she wanted to make things difficult for women. Fashion industry has already got enough flakes for being superficial. Let’s change this perception and create a meaningful fashion trend aiming to educate our communities that ‘Fertility is a Shared Responsibility’. I love fashion and I strongly believe that we will be able to select a creative design or designs that Men and/or Women would be proud to wear to show their contribution toward breaking the infertility stigma in their



First Lady of Ghana, H.E. Rebecca Akufo-Addo; CEO of Merck Foundation, Dr. Rasha Kelej Fashion Academy to launch competition of best design to deliver breaking infertility stigma messages.

communities, villages, cities, across Africa and the rest of the world” emphasized Dr. Rasha Kelej, CEO of Merck Foundation and President of Merck More Than a Mother.

All Fashion Design Students from both colleges are invited to create a design with the aim to deliver strong and influential messages to empower infertile women and say, “No to Infertility Stigma”.

“Designers it’s time to showcase your talent and contribute towards making a difference in society with your unique creations.” Dr. Rasha Kelej added.



First Lady of Ghana, H.E. Rebecca Akufo-Addo; CEO of Merck Foundation, Dr. Rasha Kelej meets emergent fashion designers to deliver breaking infertility stigma messages in their designs

The best 10 submissions will be selected by ‘Merck More Than a Mother’ committee. Winners will be granted \$500 each to execute their designs and will have an opportunity to exhibit them during the Merck Africa Asia Luminary which will be conducted in Ghana on the 29th and 30th of October in presence of more than 15 African First Ladies and 1000 participants from more than 60 countries.

Merck Foundation plans to scale up this initiative in many more African Countries.

Merck Foundation has been empowering many infertile women in Ghana by building a productive life for them by setting up businesses of their choice for them, as women are much more than just mothers.

Merck Foundation has also provided technical training to four candidates from Ghana under their ‘Merck Africa Embryology Training Program’ to help build capacity in the field of infertility in the country. The program will be scaled up under the umbrella of the long term partnership with the First Lady of Ghana.

Who can apply?

Fashion design students from Ghana

Last date of submission:

Entries can be submitted till 30th June 2019.

How to apply?

Entries can be submitted via email to [info@merck-foundation.com](mailto:info@merck-foundation.com).

Subject line of the mail should mention: Merck Foundation Fashion Awards

About 'Merck More Than a Mother' campaign;

"Merck More Than a Mother" initiative aims to empower infertile women through access to information, education and health and by changing mind-sets. This powerful initiative supports governments in defining policies to enhance access to regulated, safe and effective fertility care. It defines interventions to break the stigma around infertile women and raises awareness about infertility prevention and management. In partnership with academia, ministries of health and international fertility societies, the initiative also provides medical education and training for healthcare providers and embryologists to build and advance fertility care capacity in Africa and developing countries.

With "Merck More than a mother", we have initiated a cultural shift to de-stigmatize infertility on all levels: By improving awareness, training the skills of local experts, building advocacy in cooperation with decision makers and by supporting childless women in starting their own small business. It's all about giving every woman the respect and the help she deserves to live a fulfilling life, with or without a child.

The Ambassadors of "Merck More Than a Mother" are: First Lady of Ghana, H.E. REBECCA AKUFO-ADDO; H.E. NEO JANE MASISI, The First Lady of Botswana; H.E. DENISE NKURUNZIZA, The First Lady of the Republic of Burundi; H.E. BRIGITTE TOUADERA, The First Lady of Central Africa Republic; H.E. HINDA DEBY ITNO, The First Lady of Chad; H.E. DJÈNÈ CONDÈ, The First Lady of Guinea-Conakry; H.E. FATOUMATTA BAH BARROW, The First Lady of Gambia; H.E. AISSATA ISSOUFOU MAHAMADOU, The First Lady of Niger; H.E. FATIMA MAADA BIO, The First Lady of Sierra Leone and H.E. ESTHER LUNGU, The First Lady of Zambia.

Also, part of the campaign is our Merck Embryology & Fertility Training Program, a three-month hands-on practical course in partnership with IRSI, Indonesia, IIRRH, India and Manipal Academy of Higher Education (Manipal University), India to establish the platform of fertility specialists across Africa and developing countries. Merck Foundation provided for more than 84 candidates, in clinical and practical training for fertility specialists and embryologists in more than 29 countries across Africa and Asia such as: Chad, Niger, Central African Republic, Cote D'Ivoire , Ghana, Ethiopia , Uganda, Kenya, Tanzania , Zambia , Nigeria, Benin, Mali, Burkina Fuso, Senegal, Guinea Conakry, Sierra Leone, Liberia, Cameroon, Rwanda, Botswana, DR Congo , Congo Brazzaville, Gambia , Nepal, Sri Lanka, Bangladesh, Myanmar and Cambodia.

Merck Foundation is making history in many African countries where they never had fertility specialists or specialized fertility clinics before 'Merck More Than a Mother' intervention, to train the first fertility specialists such as; in Sierra Leone, Liberia, The Gambia, Niger, Chad, Guinea, Ethiopia and Uganda.

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