



## WOMEN = STRENGTH

Dear members,

Strength is not just about physical power - it's about resilience, courage, and the determination to stand up for what is right. At GMB ASDA, we see this strength in action every day through the incredible women who serve as union representatives and dedicated colleagues.

For too long, women have faced discrimination and been told they are less capable.

But the reality?



**Women lead, fight, and protect - not just for themselves, but for their colleagues and the workplace as a whole.**

It's no surprise that we have more female GMB reps than male. Not because men aren't great stewards, but because women fearlessly raise their voices, challenge injustice, and demand fairness for all. They are the backbone of our workplaces, the champions of equality, and the driving force behind change.

At ASDA, it's time to recognize, celebrate, and uplift the women who work tirelessly every day. They are worth our time, effort, and energy - because when women rise, we all rise.

Here's to the fearless women of GMB ASDA. Strength, unity, and equality - today and always.

If you are impacted by this issue and would like support or advice, please contact our office directly at 01603 626492, or visit our GMB Members' Support Centre at [www.gmb-asda.com/support](http://www.gmb-asda.com/support)

### GMB ASDA London Region

For assistance visit the GMB Members Support Centre  
[www.gmb-asda.com/support](http://www.gmb-asda.com/support)