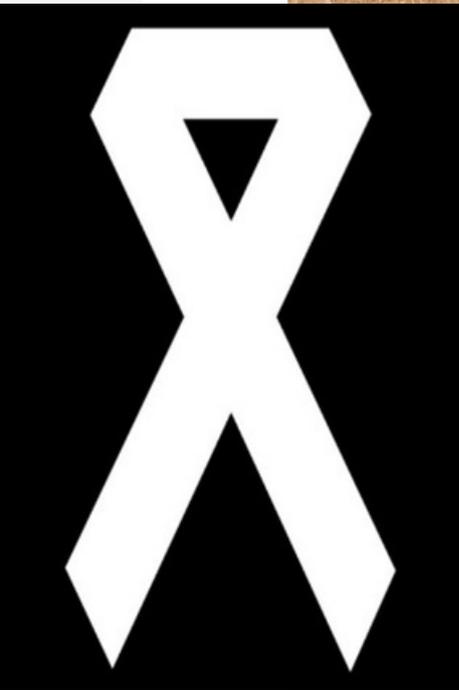


# YENĒSTHAE



## *STRIKING CELL*

WHITE RIBBON DAY SPECIAL EDITION RELEASE



16 NOVEMBER 2021

## A Product with Purpose

Australian fitness equipment start-up, Yenēsthae, takes on the rise in domestic violence, through the release of its special edition Striking Cells, with all profits going to White Ribbon Australia.



### INNOVATIVE 'STRIKING CELL' PACKS A PUNCH TO SUPPORT DOMESTIC VIOLENCE VICTIMS

Recognising the lockdown-induced increase to Australia's already appalling Domestic Violence statistics, Australian fitness equipment start-up, Yenēsthae, has teamed up with White Ribbon Australia to release a special, limited edition of its Award-Winning *Striking Cell*, ahead of the product's scheduled launch, in early 2022. The initiative is supported by Dunlop Foams, Vert Design, Stellen Design and UNSW Founders.

A report released earlier this year by Queensland University of Technology indicates that domestic violence incidents have not only increased in numbers, but also severity.

"During lockdown, we also witnessed an alarming increase in the number of women affected by Domestic Violence for the first time in their lives," says Morgane Mallet, of White Ribbon Australia.

Through the promotion of Combat Athletics as a healthy outlet, Yenēsthae hopes to challenge stereotypes associated with boxing and masculinity, whilst raising funds for a good cause, with all profits from the sale of the the Limited Edition Striking Cells going to the White Ribbon Community Response Fund.

**THE RELEASE OF THE WHITE RIBBON-THEMED 'STRIKING CELL', A FUTURISTIC BOXING BAG WITH PATENT-PENDING IMPACT ABSORPTION TECHNOLOGY, AIMS TO ENCOURAGE MORE CONVERSATION ABOUT THE PREVENTION OF DOMESTIC AND FAMILY VIOLENCE.**

### AVAILABILITY

**\$2,499**

The Limited-Edition, black-and-white "WHITE RIBBON DAY" Striking Cell, is available for order in Australia now.

### why

All profits raised from the sale of "White Ribbon Day" Striking Cells will be awarded to White Ribbon Australia, for use in their Community Response Fund. The Community Response Fund provides funding for community-led initiatives to prevent violence against women at a local level.

### where

To purchase, please contact Yenēsthae directly at [hello@yenesthae.com](mailto:hello@yenesthae.com), or via Yenēsthae's Instagram and Facebook accounts, [@Yenesthae](#).

### Our Story

Yenēsthae was founded in 2018, with the intention of revolutionising the fitness and martial arts industry. Yenēsthae is fully Australian-owned, and its first product, the Striking Cell, is a Good Design Award - Gold Winner, proudly designed and made in Australia, and will be available to the public this summer.

## Yenēsthae's Mission

- To create products that democratise Combat Athletics in the same way that the treadmill has democratised running for non-runners;
- To invite more people into the world of Combat Athletics;
- To leverage our power for real change in communities that need it.

Yenēsthae cares deeply about sustainability, mental health and the fight against domestic violence, and endeavours to make positive contributions these domains in the best ways it can. Yenēsthae believes that martial arts can be a powerful force for good, and will, in time, seek to support initiatives that use fitness as a means of breaking barriers, keeping kids off of streets, and supporting positive cultural change.

"Who can you become?"

### CONTACT:

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