**INTERNATIONAL WOMEN'S DAY**

Click [HERE](https://www.youtube.com/watch?v=gkp4t5NYzVM&feature=youtu.be) to watch the short film.

Click on the articles if you want to read them online

1. [FROM BOND TO BLONDE](http://www.dailymail.co.uk/tvshowbiz/article-1363866/Daniel-Craig-drag-International-Womens-Day-From-James-Bond-Blonde.html) (Mail Online)

2. [JAMES BOND SUPPORTS INTERNATIONAL WOMEN’S DAY](http://imaginepeace.com/archives/14064) (Imagine Peace )

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With a tumbling blonde wig, black and white wrap dress, make-up and high heels Daniel Craig makes a surprisingly attractive woman – if you ignore the stubble rash and broad shoulders.

The actor seems happy to go from bond to blonde, and his appearance in drag will no doubt raise a smile from fans of 007.

But behind the humour is the real message, the James Bond actor is putting himself in a woman’s shoes, quite literally, to highlight the inequality women around the world face.

Hot blonde: Daniel Craig dresses up in drag and steps into a woman's shoes quite literally to help highlight the inequality women face around the world

March 8 marks the centenary of the International Women’s Day and the short two-minute film features the voice of Dame Judi Dench as M asking Bond if they are equals.

As a suave-looking Daniel enters into shot as the Government Agent M makes the point that although it is 2011 men are still earning more than women, have better job prospects, are far less likely to be victims of sexual assault and having a child poses virtually no risk to a man’s career.

M asks Bond if he has ever put himself into a woman’s shoes saying: ‘For someone with such a fondness for women, I wonder if you’ve ever considered what it means to be one?’

Craig exits the screen reappearing in drag and while the initial reaction to Craig in drag might spark a smile, the statistics revealed shocking and have the desired effect.

Women complete two-thirds of the work in the world yet only earn ten percent of the total income and own a mere one percent of the property.

70million girls do not have access to a basic education and 60 million girls are sexually abused on their way to school.

Sobering thought: As M reveals some frightening statistics about women and equality Daniel pulls off his wig and takes off his earrings

M further reveals that at least one in four women are victims of domestic violence and every single week in the U.K. two women are killed by a current or former partner.

The film is the first to feature Bond which is directed by a woman, Sam Taylor-Wood and is scripted by Jane Goldman.

Sam Taylor-Wood said: ‘Despite great advances in women’s rights, statistics show that when it comes to the balance of power between the sexes, equality is far from being a global reality.

'As ‘M’ reminds Bond, facing up to gender issues and the sometimes covert nature of sexism in the 21st century is something that we all have to recognise, confront and challenge.’

The film was commissioned by EQUALS and spokeswoman Esme Peach said: ‘We are thrilled that Sam Taylor-Wood, Daniel Craig, Dame Judi Dench and such a prestigious production team agreed to create this powerful short film for EQUALS.

'We feel it is crucial to involve men in the movement for women’s rights and EQUALS is about men and women working together for positive change.’

[JAMES BOND SUPPORTS INTERNATIONAL WOMEN’S DAY](http://imaginepeace.com/archives/14064) IMAGINE PEACE March 2011

The two-minute short, specially commissioned for International Women’s Day, sees 007 star Daniel Craig undergo a dramatic makeover as he puts himself, quite literally, in a woman’s shoes.

Directed by acclaimed ‘Nowhere Boy’ director/conceptual artist Sam Taylor-Wood, scripted by Jane Goldman (‘Kick Ass’) and featuring the voice of Dame Judi Dench reprising her role as ‘M’, the film will be screened in cinemas and streamed online in a bid to highlight the levels of inequality that persist between men and women in the UK and worldwide. It is the first film featuring Bond to be directed by a woman.

In the film ‘M’ interrogates Bond with a series of searching questions on gender issues, from pay inequality to domestic violence. ‘M’ asks: “For someone with such a fondness for women, I wonder if you’ve ever considered what it means to be one?” Bond then appears in a blonde wig, a dress and women’s shoes, in a sequence that is both highly emotional and deeply disturbing. As he/she stands silent, Dench continues to read a list of brutal statistics relating to the role of women and their treatment in our society.

Sam Taylor-Wood said: “Bond is challenged by ‘M’ to think about gender inequality, and I hope that the film encourages viewers to do the same. Despite great advances in women’s rights, statistics show that when it comes to the balance of power between the sexes, equality is far from being a global reality. As ‘M’ reminds Bond, facing up to gender issues and the sometimes covert nature of sexism in the 21stcentury is something that we all have to recognise, confront and challenge.”

The film was commissioned by [EQUALS](http://www.weareequals.org), a coalition of charities and organisations brought together by Annie Lennox to step up the call for equality between men and women. Produced by Barbara Broccoli, the woman behind box-office hits ‘Casino Royale’, ‘Quantum of Solace’ and the forthcoming ‘Bond 23’, and shot by Oscar-nominated cinematographer Seamus McGarvey, the film will be released at midday on Monday 7 March to mark the centenary of International Women’s Day the following day.

EQUALS spokeswoman Esme Peach said: “We are thrilled that Sam Taylor-Wood, Daniel Craig, Dame Judi Dench and such a prestigious production team agreed to create this powerful short film for EQUALS. We feel it is crucial to involve men in the movement for women’s rights and EQUALS is about men and women working together for positive change. So who better to convey that message than the partnership of Bond and ‘M’, two iconic British characters with global appeal and influence – and who better to conceive and direct the film than Sam Taylor-Wood, an artist and film-maker whose work is questioning, often provocative and deeply moving?”

Notes

The cast and crew have donated their time and services pro-bono to the project, to help promote discussion and action around these crucial issues.

Sam Taylor-Wood is a renowned British filmmaker, photographer and conceptual artist. In 2009 she produced Crying Men, a powerful series of photographic portraits featuring leading film actors, which received worldwide acclaim. Her directorial feature film debut was the 2009 Nowhere Boy, for which she received a BAFTA award nomination.

EQUALS is a partnership of leading charities that have come together to step-up the call to demand a more equal world. Brought together by Annie Lennox OBE, International Women’s Day will be a day of debate as well as a day of celebration.