

'MARTIAL ARTS STORIES BY WOMEN' CAMPAIGN ASSETS

STRENGTH
DOESN'T
ASK ME TO
UNCOVER MYSELF

MARTIAL ARTS STORIES
BY WOMEN

BY THE FIGHT FOR PEACE YOUNG CREATIVES

SO I WILL
CONTINUE TO
WRAP MY WRISTS



‘MARTIAL ARTS STORIES BY WOMEN’

ABOUT THE CAMPAIGN

A multi-disciplinary storytelling campaign using poetry, film, and photography to spotlight the lived experiences of women in martial arts.

Produced by Fight for Peace’s team of Young Creatives the campaign illustrates the journeys of three women athletes at Fight for Peace through sport (boxing, muay thai, and judo)

Each story demonstrates how inclusive, supportive environments can build confidence and create spaces where young women feel safe, seen, and empowered to thrive. Told through film, photography, and design, their experiences reflect a broader cultural evolution taking place across martial arts – and sport more generally.



‘MARTIAL ARTS STORIES BY WOMEN’

CAMPAIGN AIM

Through this campaign, we want people to understand that - sport and personal development has the power to change the lives of young people affected by inequality.

We want to break down stigmas and stereotypes of boxing and martial arts, provide a platform for young people to express themselves and their views, and champion groups who are often excluded from sports.

WHY IT MATTERS

Martial arts spaces are evolving. Women are challenging long-standing norms, redefining strength, and creating more inclusive environments - from elite competition to community gyms.

By sharing these stories, partners play a vital role in ensuring more women and young people feel confident stepping into spaces that were not always built for them.





The martial arts landscape is evolving as women challenge traditions and redefine strength in spaces long dominated by men. From global arenas like Ultimate Fighting Championship to local gyms, women are reshaping combat sport culture.

Through poetry, film, and photography, this project explores the experience of training as a woman, examining identity, resilience, and belonging. It highlights the influence of coaches and role models in building confidence and opportunity. By centering women's voices, the work shows how representation encourages empowerment and ensures women feel seen, supported, and able to claim space.



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UNCOVER MYSELF**

MARTIAL ARTS STORIES
BY WOMEN



**SO I WILL
CONTINUE TO
WRAP MY WRISTS**

**THE FIRST
PUNCH
WASN'T POWER**

MARTIAL ARTS STORIES
BY WOMEN



**IT WAS
PERMISSION**

I CAME HERE
TO TRAIN AND
NOT TO TALK

MARTIAL ARTS STORIES
BY WOMEN

AT LEAST THAT'S
WHAT I THOUGHT



Campaign folder

Posters

Messaging

DOWNLOADABLE ASSETS

Use hyperlinks for easy access
to shareable content.





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GOT A QUESTION?

To find out more about the campaign please email
Fight for Peace's Creative Lead on kayla@fightforpeace.net.

