

Kiran Gandhi

GORMLESS FEMINIST OF THE MONTH



[J4MB](#) presents the September 2015 'Gormless Feminist of the Month' award to Kiran Gandhi, a 26-year-old Harvard MBA graduate. She started a period the night before she was due to run the London marathon in April, then decided to run it without any sanitary protection, with predictable results. The story was covered by numerous mainstream publications with little or no critical comment, including the [Telegraph](#). From the article:

On her blog, she wrote about the taboo and stigma behind periods: "By establishing a norm of period-shaming, [male-preferring] societies effectively prevent the ability to bond over an experience that 50% of us in the human population share monthly. Because it is all kept quiet, women are socialised not to complain or talk about their own bodily functions, since no one can see it happening. And if you can't see it, it's probably 'not a big deal.' Why is this an important issue? Because THIS is happening, right now."

James Delingpole wrote an inspired piece about this story for the [Spectator](#). One of the earliest online stories about the 'free bleeding' hoax is [here](#). It was published in February 2014.