



## "Por el bien de Brasil": participación femenina conservadora en la Campaña del Oro de 1964 [

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text (article)

Analítica

In 1964, soon after the civil-military coup that overthrew President João Goulart and established a dictatorship in Brazil that would last for two decades, the campaign Gold for the good of Brazil began in São Paulo. Organized by Diários Associados, then the country's largest media conglomerate, the initiative aimed to collect donations to contribute to the country's "economic recovery". In a short time, the campaign spread throughout Brazil, mobilizing an impressive number of donors. The organizers soon invited to lead the campaign some of the anti-communist women's groups that emerged in several cities of the country in the first half of the 1960s and played an active role in the mobilizations that led to the coup. This article intends to investigate the social mobilizations around the Gold Campaign for the good of Brazil, seeking to better understand the references and discourses articulated by the organizers of the event in that context. It also intends to analyze in depth the role played by women's organizations. In this sense, it seeks to study the Gold Campaign as a way to better understand conservative women's actions in the immediate post-coup period and, simultaneously, to understand why conservative women's leadership was considered important, at that moment, for the campaign's success

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