

“ The UDHR represents the first time our world came together, to make a statement...

‘We think that all men - *all men and women* - are born free and equal in dignity and rights.’

-Archbishop Desmond Tutu

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NOBEL PEACE PRIZE WINNERS AND LEGENDARY ARTISTS **SPEAK UP** FOR THE **UNIVERSAL DECLARATION OF HUMAN RIGHTS**

WHY

The 21st century has brought sweeping advances in technology. This has not, however, been matched with progress in the way we treat our fellow men and women.

There are 27 million slaves in the world today – more than there were in 1868. Many governments imprison, silence and even execute their critics. Only 16% of the world's population live in a country that enjoys freedom of the press. In large parts of the world, women are more oppressed than they were 50 years ago.

The Universal Declaration of Human Rights was written and adopted by the United Nations in 1948, in the aftermath of World War II. It outlines 30 rights that form the foundation of human rights. Now a part of the constitutions and laws of many countries, and used in courts around the world, it is the world's most translated document.

The rights enshrined in the declaration include the right to not be enslaved, tortured, falsely imprisoned, the right to a fair trial, freedom of religion, the right to education and other essential rights we all take for granted.

But in large parts of the world, as well as in the United States, many are unaware of this important document, unaware that their country is a signatory to the declaration, and often unaware of even their most fundamental rights.

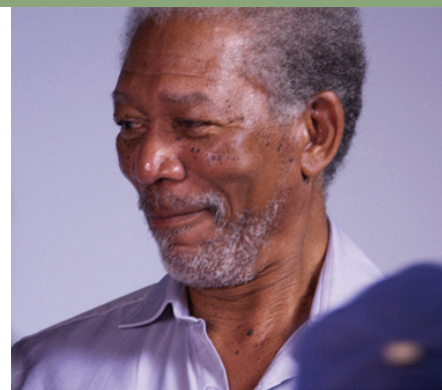


WHAT

In November 2011, TheCommunity.com will launch an international campaign to raise awareness of the Universal Declaration of Human Rights, featuring Nobel Peace Prize winners and legendary artists.

The campaign will feature billboards, print PSAs, and videos. The videos will be released virally on the Internet and as PSAs for international television networks.

The billboards, ads and PSAs will point to TheCommunity.com, where users can learn about the Universal Declaration of Human Rights, and connect to actions they can take to protect the rights enshrined in the declaration.



WHO

TheCommunity.com has been working closely with the Nobel Peace Prize winners for more than ten years. Twenty-seven of the living Nobel Peace Prize winners, including Desmond Tutu, His Holiness the Dalai Lama, Mikhail Gorbachev and others have been involved in projects on the site.

Six Nobel Peace Prize Laureates sit on TheCommunity.com's Advisory Board with other notables, including the editor of People Magazine and the Executive Vice President of the UN Foundation, and others. TheCommunity.com has connected leading artists to the causes and projects of the Nobel Peace Prize winners, including George Clooney, Michael Douglas, Bono, Paul McCartney, Peter Gabriel, Paul Simon, Jennifer Lopez and others.

Fifteen leading non profit organizations – Amnesty International, UN Foundation, CARE, the One Campaign, ACLU and others – are participating in the campaign.



THE IMPACT

TheCommunity.com's campaign for universal human rights will reach a minimum of 10,000,000 viewers with its message on the Universal Declaration of Human Rights.

An understanding of human rights changes our expectations. When one understands what his or her rights are, they also learn to respect the rights of others. They learn to ask that their governments and communities do the same.

Human rights can change the way we view and treat others. Understanding human rights can change the world.