

UN HUMAN RIGHTS GLOBAL CAMPAIGN - 2011

Lowe & Partners Creative Competitions

Created by Ruchi Sharma & Fajar Kurnia

Lowe Bangkok, 195 Empire Tower Building, 27th Floor, South Sathorn Road,
Yannawa, Sathorn, Lowe, Bangkok, 10120



CREATIVE CHATTER

The challenge here is to endear Human Rights to the youth by making them more personal, accessible and friendly.

The campaign should speak to them in a light hearted, cheerful, celebratory tone. Creating awareness, anticipation and participation via social media.

So the youth become aware of their rights and are motivated to be proactive human rights defenders with very simple do-able actions.

MOOD VIDEO

Click on the image to play the video (on Adobe Acrobat).

If it doesn't load, kindly go to the file folder and play 'celebrating human rights.mov'



CAMPAIGN LOGO + SLOGAN

Created like letter balloons, in celebration of our Human Rights. Colours are deliberately bright and cheerful, to connote celebration. To appeal to the youth, we avoided creating a serious /corporate logo.



DIFFERENT USAGES OF THE LOGO





CAMPAIGN FLOW

MICROSITE

Through awareness and PR hype, you will be directed to a microsite, www.celebratinghumanrights.com that will be linked to your Facebook account through Facebook connect. You'll be greeted with a quick intro - pictures of people of different races and ages celebrating their festivals, birthdays, and also protestors celebrating their victories.

← → ↺ 🌐 www.celebratinghumanrights.com



CELEBRATE
HUMAN
RIGHTS

CELEBRATING HUMAN RIGHTS TAKE A TOUR WRITE BIRTHDAY WISH SEND A CAKE JOIN EVENTS CELEBRATE ON FACEBOOK DISCUSS HUMAN RIGHTS NEWS CONTACT US

Share:  Like (6K)  Tweet 5,886

MICROSITE

On the site, you'll see a giant cake with many candles on it. And you'll be invited to celebrate this birthday by making a wish by choosing one wish from the list provided and blowing the candles on the cake through your computer's or smart phone's microphones.

← → ↻ www.celebratinghumanrights.com



Like | Lynn M. Cheng, Mary Jeanette Hall and 802,201 others like this

CELEBRATE
**HUMAN
RIGHTS**

Our human rights unite us as one big family. That is born free and equal. **A family, that shares one common birthday - The Human Rights day.** And to celebrate this big day, this year, we are inviting everybody to make and share their wish with the world.

Make a wish.

Connect to  Facebook



7589 HAVE SENT THEIR
CAKES AND WISHES

COUNTDOWN TO
BIRTHDAY CELEBRATION **34:17:53:43**

My birthday wish is....

1. All are free and equal
2. No discrimination
3. All have right to life, liberty & security
4. Abolish slavery
5. Abolish torture
6. All have rights, anywhere
7. All equal before the law
8. Law protects my rights
9. Abolish unfair detainment
10. Fair trial for all
11. We are innocent till proven guilty
12. Right to privacy
13. We are free to move and reside
14. Safe place to live
15. My right to nationality
16. My right to marriage & family
17. To own property
18. Freedom of thought and religion
19. Freedom of expression and opinion
20. To peaceful public assembly
21. Right to govern and democracy
22. Social security for all
23. Equal pay for equal work
24. Right to rest and leisure
25. Food shelter & health care to all
26. Right to education
27. My right to arts and culture
28. A fair & free world
29. To develop my personality
30. No one takes away my rights

MICROSITE

When you're happy with the wish, click the BLOW! button.

← → ↻ 🌐 www.celebratinghumanrights.com

Like Lynn M. Cheng, Mary Jeanette Hall and 802,201 others like this.

CELEBRATE
HUMAN RIGHTS

select your wish

- 17. To own property.
- 18. Freedom of thought and religion.
- 19. Freedom of expression and opinion.**
- 20. Right to peaceful public assembly.
- 21. Right to govern and democracy.

BLOW!

Get ready to blow to your microphone!

Celebrate freedom of expression and opinion!
Happy Birthday Humanity!

7589 HAVE SENT THEIR CAKES AND WISHES

COUNTDOWN TO BIRTHDAY CELEBRATION **34:17:53:43**

CELEBRATING **HUMAN RIGHTS** TAKE A TOUR WRITE BIRTHDAY WISH SEND A CAKE JOIN EVENTS CELEBRATE ON FACEBOOK DISCUSS HUMAN RIGHTS NEWS CONTACT US

Share: Like GK Tweet 5,888

MICROSITE

The countdown will start. 3...

← → ↻ www.celebratinghumanrights.com



Like Lynn M Chong, Mary Jeanette Hall and 802,201 others like this.

CELEBRATE
HUMAN
RIGHTS

3



7589 HAVE SENT THEIR
CAKES AND WISHES

COUNTDOWN TO
BIRTHDAY CELEBRATION 34:17:53:43

CELEBRATING HUMAN RIGHTS

[TAKE A TOUR](#)

[WRITE BIRTHDAY WISH](#)

[SEND A CAKE](#)

[JOIN EVENTS](#)

[CELEBRATE ON FACEBOOK](#)

[DISCUSS HUMAN RIGHTS](#)

[NEWS](#)

[CONTACT US](#)

Share:

[Like](#)

[G+](#)

[Tweet](#)

5,886

CELEBRATE
HUMAN
RIGHTS

2



7589 HAVE SENT THEIR
CAKES AND WISHES

COUNTDOWN TO
BIRTHDAY CELEBRATION 34:17:53:43

MICROSITE

1...

www.celebratinghumanrights.com



Like

Lynn M Chong, Mary Jeanette Hall and 802,201 others like this

CELEBRATE
HUMAN
RIGHTS

1



7589 HAVE SENT THEIR
CAKES AND WISHES

COUNTDOWN TO
BIRTHDAY CELEBRATION 34:17:53:43

CELEBRATING HUMAN RIGHTS

[TAKE A TOUR](#)

[WRITE BIRTHDAY WISH](#)

[SEND A CAKE](#)

[JOIN EVENTS](#)

[CELEBRATE ON FACEBOOK](#)

[DISCUSS HUMAN RIGHTS](#)

[NEWS](#)

[CONTACT US](#)

Share:

[Like](#)

[6K](#)

[Tweet](#)

5,886

MICROSITE


When you blow to your microphone, depending how strong your blow is, some candles will be blown off.

← → ↻ www.celebratinghumanrights.com

Like | Lynn M. Cheng, Mary Jeanette Hall and 802,201 others like this.

CELEBRATE
HUMAN RIGHTS

BLOW!



7589 HAVE SENT THEIR CAKES AND WISHES

COUNTDOWN TO BIRTHDAY CELEBRATION 34:17:53:43

CELEBRATING **HUMAN RIGHTS** TAKE A TOUR WRITE BIRTHDAY WISH SEND A CAKE JOIN EVENTS CELEBRATE ON FACEBOOK DISCUSS HUMAN RIGHTS NEWS CONTACT



MICROSITE

After you blow the candles, you'll see how many candles you manage to blow off, and your wish will be shared on FB. You'll also be invited to support Human Rights Day by changing your birthday on Facebook. The microsite background will turn white as if the lights are turned on.

www.celebratinghumanrights.com

Like Lynn M Chung, Mary Jeanette Hall and 802,391 others like this.



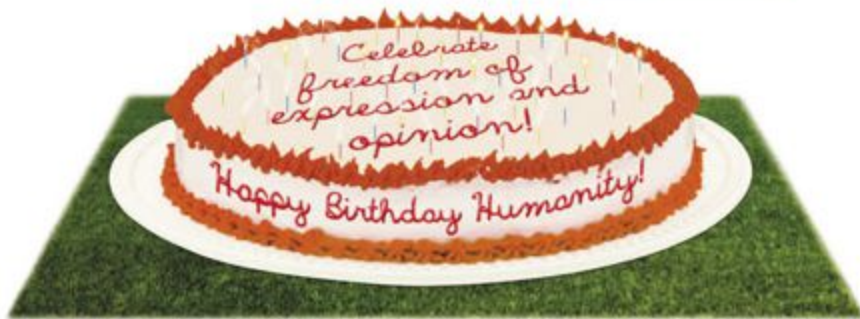
Thanks for making a wish!

You managed to blow out 35 candles. Your wish has been shared on your Facebook. [Click here to share on Twitter as well.](#)

You can also support Human Rights Day by temporarily changing your birthday to December 10 on your Facebook profile



 Close and continue browsing



7590 HAVE SENT THEIR CAKES AND WISHES

COUNTDOWN TO BIRTHDAY CELEBRATION 34:17:53:43

TWITTER NOTIFICATION

And on Twitter as well if you wish.

twitter

Search



Home

Profile

Messages

Who To Follow



What's happening?

Timeline

@Mentions

Retweets

Searches

Lists



jeremychia jeremychia

Happy birthday Humanity. I managed to blow off 35 candles when I made my wish. Try how many you can at <http://goo.gl/V140q>

32 minutes ago



blessedfin Finna Hendrani

This shop sells the fabric I found in Chinatown for \$189/yard fabric instead of \$35/yard.. :}

32 minutes ago



vivaglammed learn

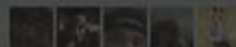
@GenietheOgre no thnx! @randomvexation has one tube and it smells rank

Your Tweets 740

14 Aug · Back (@ Suvamabhumi Airport (B

Following 73

Followers



Who to follow · refresh · view all



2KSports 2K Sports 2K12 · Follow



Promoted



gnimiewnahwooho hanweiming ·

Followed by @tanpeiru and others.



18sept aliifah · Follow



Trends: Worldwide · change

FACEBOOK - DONATE YOUR BIRTHDAY

On the microsite, you will also be invited to support the Human Rights Day by changing your birthday on Facebook.

The image is a composite screenshot. The background is a Facebook profile page for 'Fajar Kurnia' in the 'Edit Profile' section. Under 'Current City' is 'Bangkok, Thailand' and 'Hometown' is 'Jakarta, Indonesia'. The birthday is set to 'Dec 10 1948'. A checkbox is checked with the text: 'Support Human Rights Day by temporarily changing my birthday to December 10.' A blue arrow points from a green pop-up message at the bottom towards this checkbox.

facebook

Search

Home

Fajar Kurnia > Edit Profile

Basic Information

Profile Picture

Friends and Family

Education and Work

Philosophy

Arts and Entertain...

Sports

Activities and Inter...

Contact Information

Visit your privacy settings to

Current City: Bangkok, Thailand

Hometown: Jakarta, Indonesia

I Am: Male

Show my sex in profile

Birth day: Dec 10 1948

Support Human Rights Day by temporarily changing my birthday to December 10.

manrights.com

CELEBRATE HUMAN RIGHTS

Thanks for making a wish!

You managed to blow out 35 candles. Your wish has been shared on your Facebook. [Click here to share on Twitter as well.](#)

You can also support Human Rights Day by temporarily changing your birthday to December 10 on your Facebook profile

Change my birthday now

Close and continue browsing

FACEBOOK - DONATE YOUR BIRTHDAY

The fun is amplified when people see a lot of their friends celebrating their birthday on the same day.

The screenshot shows a Facebook interface with a dark header. At the top right, there are navigation links for 'Home', 'Profile', and 'Account'. Below the header, the main content area is titled 'Top News - Most Recent' with a '300+' badge. On the left, there are filters for 'Photo', 'Link', 'Video', and 'Question'. The main feed shows several posts, including one about a 'Mee guy at Batai' and another about 'Yin Chong He'. On the right side, there is a section for 'Upcoming Events' with a 'See All' link. A white notification box is overlaid on the 'Upcoming Events' section, displaying a list of names for a birthday event.

Home Profile Account ▾

Top News - Most Recent 300+

Photo Link Video Question

What's the event?

Birthdays: Abir Barua, Adeline Tan, Adil Ismeer, Adrian Yeap, Azecha Adam, Agnes Gan, Aiman Azri, Aishah Sinclair, Albert Teo, Alex Cheung, Alvin Gunawan, Alvin Chin, Amanda Lin, Andy Jong, Annie Boo, Bisma Putra, Calvin Leong, Canny Chong, Cecilia Tan, Cindy Melissa, Cinzia Crociani, Colin Wan, Craig Love, Desiree Chow, Diana Tang, Eric Loh, Ernesto Guccione, Felicia Goh, Gabriel Tan, Gap Nicha, Greg Rawson, Gregory Yeo, Helen Yang, Herman Sasmita, Inez Loh, Irene Kan, Ivan Kuek, Jamie Lee, Jasmin Lai, Joanna Soh, June Foo, Justin Lim, Mark Chan, Pebble Goh, Pui Yee, Riva Ramanda, Roy Wisno, Royston Tay, Sean Soo, Sheila Koh, Shumin Lee, Sonny Lim, Stan Lee, Stephanie King, Tess Cheung, Vincent Leong, Wendy Lim, Xu Xuan

Pokes

MICROSITE

After making your wish and changing your birthday on Facebook (or not), you can continue browsing on the microsite.

← → ↻ www.celebratinghumanrights.com

Like [Lynn M Chong, Mary Jeanette Hall and 802,201 others like this.](#)

CELEBRATE HUMAN RIGHTS

WRITE BIRTHDAY WISH **JOIN EVENTS** **CELEBRATE ON FACEBOOK** **DISCUSS HUMAN RIGHTS**

Our human rights unite us as one big family. That is born free and equal. **A family, that shares one common birthday - The Human Rights day.** Celebrate this big day and become a human rights defender simply by joining this movement. **Make a wish and share it with the world, join our events, support Human Rights Day on Facebook, and learn more about Human Rights.** It's that simple. So let the party begin!

Celebrate freedom of expression and opinion!
Happy Birthday Humanity!

7590 HAVE SENT THEIR CAKES AND WISHES

COUNTDOWN TO BIRTHDAY CELEBRATION **34:17:53:43**

CELEBRATING **HUMAN RIGHTS** TAKE A TOUR WRITE BIRTHDAY WISH SEND A CAKE JOIN EVENTS CELEBRATE ON FACEBOOK DISCUSS HUMAN RIGHTS NEWS CONTACT US

Share: [Like](#) [6K](#) [Tweet](#) **5,886**

← → ↻ 🌐 www.celebratinghumanrights.com ☆ 🔍

Like 👍 Lynn M Chong, Mary Jeanette Hall and 802,201 others like this.

CELEBRATE
HUMAN RIGHTS

WRITE BIRTHDAY WISH JOIN EVENTS CELEBRATE ON FACEBOOK DISCUSS HUMAN RIGHTS

Our human rights unite us as one big family. That is born free and equal. **A family, that shares one common birthday - The Human Rights day.** Celebrate this big day and become a human rights champion by joining this movement. **Make a wish and share it with the world, join our events, support Human Rights and learn more about Human Rights.** It's that simple. So let the party begin!

Celebrate freedom of thought and religion.
Manisha G. - India

Celebrate freedom of expression and opinion!
Happy Birthday Humanity!

7590 HAVE SENT THEIR CAKES AND WISHES

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Share: Like 👍 6K 🐦 Tweet 5,886

HUMAN RIGHTS BLOGGERS

Popular bloggers, both human rights bloggers and regular bloggers, are invited to be the official 'Celebrating Human Rights' bloggers for one year (until the Human Rights Day 2012). They'll be given the 'Celebrating Human Right' mark/logo to be displayed on their blogs. And their blogs will be featured on the microsite.

BLAN KENYASIA VAS

CELEBRATING HUMAN RIGHTS

01 | front page 02 | know/who 03 | the author 04 | the blog 05 | press 06 | free blank/extra sticker

kennysia.com

When Restless Isn't Exactly Normal

Sunday, 18 September 2011

Journey To Hualien

The whole of yesterday was disastrous.

Sign In Register

CPJ Committee to Protect Journalists

Defending Press Freedom Worldwide

CELEBRATING HUMAN RIGHTS

DONATE NOW

Subscribe

CPJ Blog

Press Freedom News and Views

BLOG | EDITOR

EU resolution urges Eritrea to free long-jailed journalists

By Jean-Paul Marthos/CPJ Senior Advisor

ELLA BAKER CENTER HUMAN RIGHTS

ELLA'S VOICE

CELEBRATING HUMAN RIGHTS

Analysis, inspiration and Action from the Ella Baker Center

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Anglo-Libyan

You can take Libyans out of Libya but you can't take Libya out of Libyans

CELEBRATING HUMAN RIGHTS

MONDAY, 1 AUGUST 2011

OMAR EL-MUKTAR

My Visit To Misrata, Libya

BY DAVID

Published on Sep 15, 2011

Featured Articles

Harm Reduction Journal | E-updat

CELEBRATING HUMAN RIGHTS

Blog

HARM REDUCTION INTERNATIONAL

About ▾ Programmes ▾ Global State of Harm Reduction ▾ Publications ▾ News ▾ Blog ▾ Media Centre ▾ 21

Home ▾ Blog

Harm Reduction International Blog

Human Rights Watch - Vietnam: Torture, Forced Labor in Drug Detention

07 September 2011

Human Rights Watch - Vietnam: Torture, Forced Labor in Drug Detention : Companies, Donors Should Press Government to Close Centers Human Rights Watch -- People detained by the police in Vietnam for using drugs are held without due process for years, forced to work for little or no pay, and suffer torture and physical violence, Human Rights... Read more

Recent Posts

> Human Rights Forced Labor in Vietnam

> Iran releases

#CELEBRATINGHUMANRIGHTS

#CELEBRATINGHUMANRIGHTS is introduced on Twitter and on the microsite. Influential bloggers and twitterers will start the movement and everybody is invited to do the same. That way it's easy for people to search for this (trending) topic online especially on Twitter. And all tweets about this topic can be collated on the microsite.



#CELEBRATINGHUMANRIGHTS

twitter

#celebratinghumanrights

Home Profile Messages Who To Follow

fajarkumia

← Back to Home

Save this search

Results for #celebratinghumanrights

Tweets · All

Refine results

33 new tweets



BellaBehold @beholdingembrace

My freedom is proof. Amnesty works.: bit.ly/pYN6At via @amnesty
#celebratinghumanrights

17 Sep



RamyRaouf @RamyRaouf

League of Arab States can bring an end to ongoing basic
#celebratinghumanrights violations in #Syria by following the steps
here bit.ly/px3bms

13 Sep

Trends: Worldwide · change

#PanAm Promoted

#ReplaceTheMovieTitleWithSwag

#freefallinhary

BEST FALL EVER HARRY

#psvaja

Never Say Swag

Peter Reid

Lary Merchant

PROTECT YOURSELF AT ALL TIMES

The Color Of Friendship

About Help Blog Mobile Status Jobs Terms Privacy
Shortcuts Advertisers Businesses Media Developers
Resources © 2011 Twitter

MICROSITE


There will be a dedicated page on our microsite where all updates on Human Rights like news updates and people's posts on twitter, foursquare and their blogs are collated real time on one page. That way we have one long-term central place to find out about human rights issues.

← → ↻ 🌐 www.celebratinghumanrights.com ☆ 🔍


CELEBRATE
HUMAN RIGHTS


WRITE BIRTHDAY WISH JOIN EVENTS CELEBRATE ON FACEBOOK DISCUSS HUMAN RIGHTS

NEWS [see all](#)

Libya conflict: Gaddafi troops attack at Bani Walid 18 Sep 2011 - BBC 

Venezuela's Chavez laughs off court's election ruling 17 Sep 2011 - Reuters

Losers in Libya 16 Sep 2011 - TIME 

Cuban authorities detain opposition activists 16 Sep 2011 - BBC 

TWITTER [see all](#)

Jeremy Chia 3 minutes ago
My freedom is proof. Human rights work: <http://bit.ly/pYNAT> #Celebratinghumanrights

Jeanette H 23 minutes ago
Ethiopia must end crackdown on government critics <http://ow.ly/6woB6> #ethiopia #Celebratinghumanrights

Jong Joo Bin 1 hour ago
World's major #Celebratinghumanrights group unite to campaign for investigate into #NorthKorea crimes against humanity <http://goo.gl/Hlwq>

Kids of the martyr who just came from school participate...

BLOGS [see all](#)

UN plan on journalist security could bring improvement 15 Sep 2011 - CPJ Blog

SAVE TROY DAVIS! 15 Sep 2011 - Ella's Voice

Press freedom heroes in Southeast Asia 14 Sep 2011 - CPJ Blog

Colombian journalists in Arauca pressured from all sides 14 Sep 2011 - CPJ Blog

Human Rights Watch - Vietnam: Torture, Forced Labor in Drug Detention 7 Sep 2011 - Harm Reduction International

CELEBRATING HUMAN RIGHTS TAKE A TOUR WRITE BIRTHDAY WISH SEND A CARD JOIN EVENTS CELEBRATE ON FACEBOOK DISCUSS HUMAN RIGHTS NEWS CONTACT US Share: Like 6K Tweet 5,886



WRITE
BIRTHDAY
WISH



JOIN
EVENTS



CELEBRATE
ON FACEBOOK



DISCUSS
HUMAN
RIGHTS

SUPPORT HUMAN RIGHTS DAY BY TEMPORARILY CHANGING
YOUR BIRTHDAY TO **DECEMBER 10** ON YOUR FACEBOOK PROFILE



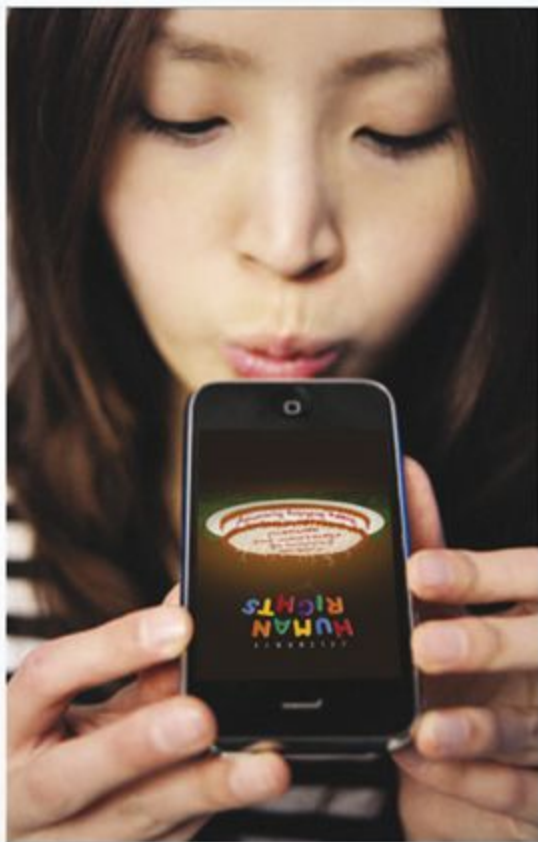
facebook

Change my birthday now



MOBILE

It'd be cool if you can do the same on mobile devices as well, as a mobile site or an app.



PICBADGES & TWIBBON

'Human Rights Defender' picbadges and twibbon are created. Everybody is invited to display them on their Facebook and Twitter profile pictures. And by doing that they become Human Right Defenders as they are spreading awareness about the movement.

The screenshot shows the PicBadges website interface. At the top, there are navigation tabs for World Trend, Brands, Sports, Music, Funny, Status, Causes, People, and Environment. Below these is a search bar and a 'Home | Profile | Create a Picbadge | Help' menu. The main content area features a large 'PIC BADGES' logo and a prominent 'Human Rights Defender' badge. The badge is a circular graphic with a silhouette of a person's head and shoulders, and the letters 'HRD' in red, green, and blue. Below the badge is a yellow button that says 'Add to profile picture' and a counter showing '138,423 Supporters'. To the right of the badge is a block of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi et elit ligula, ac mattis nisi. Suspendisse in quam lectus, in mollis nibh. Donec sed orci lacus. Donec viverra purus vel tortor fringilla tempus. Proin blandit rutrum arcu, at feugiat ligula rutrum vitae. Pellentesque inodiant dui vel leo pharetra vitae lacus odio imperdiet. Donec et iaculis velit. Proin inodiant, augue et venenatis lacus, eros leo molestie dui, et mattis tellus tellis id enim.' Below the text is a '725 comments' section with a 'Add a comment' button. A yellow arrow points from the badge to the Facebook profile shown in the adjacent image.

The screenshot shows a Facebook profile for 'Jeremy Chia'. The profile picture is a circular image of a man with a white 'HRD' badge overlaid on it. The badge has the letters 'HRD' in red, green, and blue. To the right of the profile picture, the name 'Jeremy Chia' is displayed, along with the birth date 'Born on July 30, 1979'. Below the profile picture are several photo thumbnails. A yellow arrow points from the badge on the profile picture to the Twibbon website shown in the adjacent image.

The screenshot shows the Twibbon website interface. At the top, there is a 'twibbon' logo with the tagline 'stuff something'. Below the logo is a search bar and a 'Home' button. The main content area features a large 'Human Rights Defender' badge. The badge is a circular graphic with a silhouette of a person's head and shoulders, and the letters 'HRD' in red, green, and blue. Below the badge is a yellow button that says 'Add to profile picture' and a counter showing '138,423 Supporters'. To the right of the badge is a block of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi et elit ligula, ac mattis nisi. Suspendisse in quam lectus, in mollis nibh. Donec sed orci lacus. Donec viverra purus vel tortor fringilla tempus. Proin blandit rutrum arcu, at feugiat ligula rutrum vitae. Pellentesque inodiant dui vel leo pharetra vitae lacus odio imperdiet. Donec et iaculis velit. Proin inodiant, augue et venenatis lacus, eros leo molestie dui, et mattis tellus tellis id enim.' Below the text is a '725 comments' section with a 'Add a comment' button. A yellow arrow points from the badge to the Twitter profile shown in the adjacent image.

The screenshot shows a Twitter profile for '@jeremychia'. The profile picture is a circular image of a man with a white 'HRD' badge overlaid on it. The badge has the letters 'HRD' in red, green, and blue. To the right of the profile picture, the name 'jeremychia' is displayed, along with the handle '@jeremychia' and the phone number 'iPhone: 1.369209.103'. Below the profile picture are several photo thumbnails. A yellow arrow points from the badge on the profile picture to the Twibbon website shown in the adjacent image.

ON GROUND ACTIVATION - EVENT THE BIG BIRTHDAY CELEBRATION

The world's largest birthday party will become a huge celebration on 10th Dec, when a GIGANTIC cake with everybody's wishes (submitted on the microsite) written all over is revealed at one place. This will be recorded in the Guinness book of records.

This big celebration of the birthday of humanity is streamed live on the microsite so all Humans can celebrate together. Countries can even compete with each other to see who baked the largest cake with the most wishes!



A SWEET WAY TO PETITION!

To push the movement further, locally, we can get bakeries, pastry shops, celebrity chefs, cooking schools, restaurants and anybody who can make cakes to be involved. We'll invite them to make their own small cakes (can be as small as a cupcake), write their human right wishes on the cake (rights relevant to their local situations) and send these cakes to their respective governments offices and decision makers.

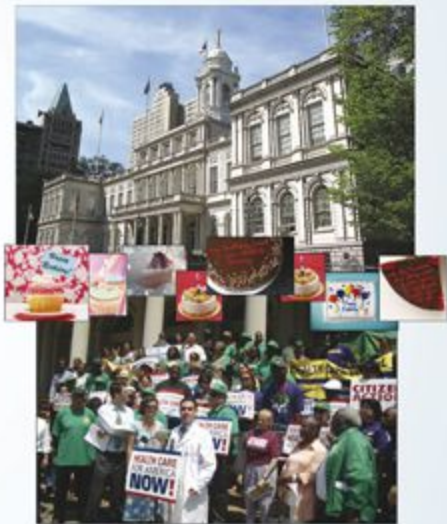
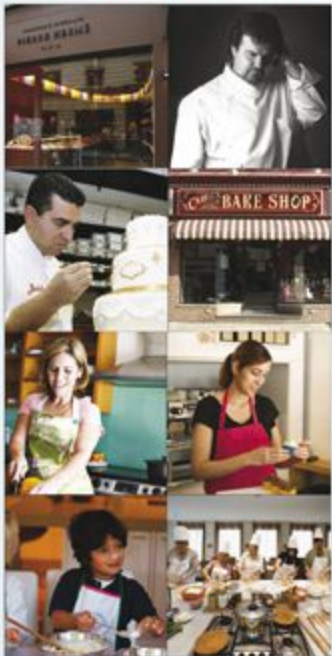
Celebrity chefs, restaurants, pastry shops, bakeries, cooking schools, housewives & anyone who can make cakes are invited to join the movement.



Each of them will contribute one cake with their messages written on them.

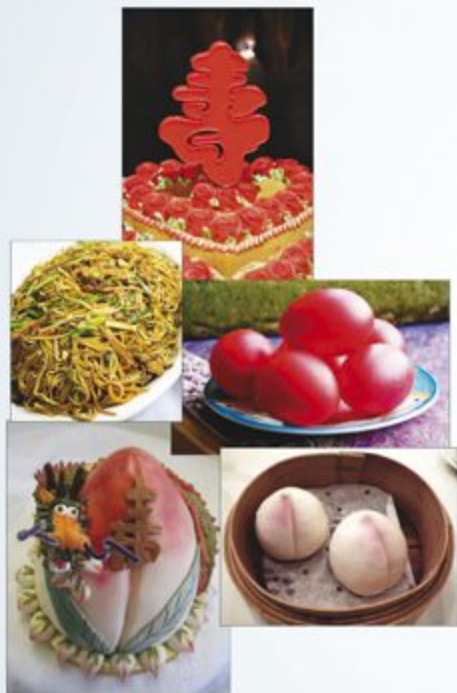


All the cakes will be delivered to local government offices both as symbolic gesture and to literally remind them about Human Rights issues.



A SWEET WAY TO PETITION!

The cakes or items sent can be customized according to local cultures too.



CHINA



MEXICO



GHANA

PR

This will be picked up by the media and create free PR and awareness of our Human Rights petitions.



REUTERS

THE STRAITS TIMES.

You Tube

NEWS 新华网

BBC



THE TIMES OF INDIA

Bangkok Post

CNN

KOMPAS

THE WALL STREET JOURNAL.

ALL THE NEWS WITHOUT FEAR OR FAVOR

The Japan Times

CONCLUSION

In conclusion, it'll be the first time a birthday celebration can turn people into Human Rights Defenders and create a united global movement around Human Rights.

Each one of us can become a Human Rights Defender with a few simple actions:

- celebrating this day as our birthday on facebook, twitter etc.
- wishing family, friends and any Human a happy birthday.
- forwarding their birthday wishes to the government and decision makers throughout the year to ensure the government implements these rights.

Happy Birthday Humanity!

