



CHANGE STARTS HERE PeaceJam.org

PeaceJam Facts

- **What is PeaceJam?**
 - **A worldwide movement of young people and Nobel Peace Prize Winners** working together for social justice and peace.
 - **A youth leadership program that focuses on Nobel Peace Laureates**, their work, and issues facing young people today.
- **PeaceJam Mission**
 - **To create a new generation of young leaders committed to positive change** in themselves, their communities and the world through the inspiration of Nobel Peace Laureates.
- **PeaceJam History**
 - A nonprofit organization founded in 1996.
 - **More than 600,000 youth** around the world have participated since 1996.
 - More than **1 million PeaceJam service projects** completed to date.
 - **PeaceJam: A Billion Simple Acts of Peace**, Penguin Young Readers (9/08)
 - PeaceJam Foundation is working with **Public Television** to create a PeaceJam-themed television series on the air in 2009
 - **The Global Call to Action Challenge** by the Pearson Foundation (9/08)
 - **The Global Call to Action Conference** (9/11-13, 2008) at Loyola Marymount University in Los Angeles, CA.
 - **National CineMedia**—2000 theaters in the US will air PeaceJam programming; school classes to visit theaters Wednesday of every month starting 10/08
 - Interactive Global Call to Action website launching September 2008 at <http://www.globalcalltoaction.org>
- **The Global Call to Action**
 - 10 Nobel Peace Laureates work with youth around the world including **the Dalai Lama, Archbishop Desmond Tutu, President Oscar Arias, Rigoberta Menchú Tum, Máiread Corrigan Maguire, Betty Williams, Jody Williams, Adolfo Pérez Esquivel, José Ramos-Horta, Shirin Ebadi, Aung San Suu Kyi and Laureate Emeritus (1908-2006) Sir Joseph Rotblat.**
 - A campaign to **inspire 1 billion Global Call to Action Projects** in a decade.
 - Each project will address 1 of **10 core issues**:
 - **Ending Racism & Hate**
 - **Social Justice & Human Rights for All**
 - **Halting the Spread of Disease**
 - **Equal Access to Water & Other Natural Resources**
 - **Rights for Women & Children**
 - **Eliminating Extreme Poverty**
 - **Restoring the Earth's Environment**
 - **Controlling the Proliferation of Weapons**
 - **Investing in Human Security**
 - **Breaking the Cycle of Violence**