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**ARCHBISHOP DESMOND TUTU, THE DALAI LAMA,
AND OTHER NOBEL PEACE LAUREATES LAUNCH
PEACEJAM'S 'GLOBAL CALL TO ACTION'
YOUTH CAMPAIGN**

**Ten Years/One Billion Projects/
Taking on the World's Toughest Challenges**

The **PeaceJam** Foundation has created a monumental project that is being called one of the greatest youth movements ever. The decade long campaign called the **Global Call to Action** has leading Nobel Peace Laureates standing alongside youth to create projects that attack the ten core issues which the Nobel Laureates think are critical to the future of our planet.

Young people are encouraged to select an issue, put it in their own words, check out the facts and investigate, dig deeper and talk to people and find out how the issue is impacting others, make a plan of action, and then get started! Some of the youth projects include:

- **The Dalai Lama** helped an 18-year-old refugee from Tibet, as he wrestled with the growing water crisis in India, and tried to provide equal access to safe drinking water by building a water pipeline for 144 destitute families who live at the edge of town.
- **Archbishop Desmond Tutu** mentored 24-year-old spoken word poet and musician from the township of Khayelitsha, as he worked to help his community overcome the stigma of HIV/AIDS by creating a township-wide "get tested for HIV/AIDS now" campaign.

- **Mairead Corrigan Maguire** counseled a 14-year-old from England, who tried to overcome her own fears as she reached out to Muslim people in her community and attempted to understand the injustices they have faced since 9/11, and to work for greater protection of civil liberties for everyone.

PeaceJam was founded by Ivan Suvanjiëff and Dawn Gifford Engle who had an amazing idea as well as the enthusiasm and organizational skills to make it happen. Together they contacted the Dalai Lama who signed on and encouraged them to contact his other Nobel Laureate friends. Amazingly, today **PeaceJam's** board of directors consists of leading Nobel Peace Laureates who enthusiastically travel the world to work with youth to accomplish the unimaginable goal of one billion simple acts of peace. The Laureates include: **Archbishop Desmond Tutu, The Dalai Lama, Jody Williams, Oscar Arias Sanchez, Rigoberta Menchu Tum, Adolfo Perez Esquivel, Mairead Corrigan Maguire, Betty Williams, Shirin Ebadi, Jose Ramos-Horta, Aung San Suu Kyi (still under house arrest in Burma), and Sir Joseph Rotblat (Emeritus, 1908-2006).**

As a result of their incredible work, Suvanjiëff and Engle have been nominated for the 2008 Nobel Peace Prize.

Already more than 1,000,000 projects have been accomplished for local communities with over 600,000 teens worldwide involved in the organization. Now the goal is to reach the world and have one billion projects completed in ten years. For a video about this exciting new youth campaign, go to: **www.globalcalltoaction.org**.

The ten core issues that the Nobel Peace Laureates have designated for projects include:

- **Ending racism and hate**
- **Social justice and human rights for all**
- **Halting the spread of global disease**
- **Equal access to water and other natural resources**
- **Rights for women and children**
- **Eliminating extreme poverty**
- **Restoring earth's environment**
- **Controlling the proliferation of weapons**
- **Investing in human security**
- **Breaking the cycle of violence**

PeaceJam hopes to create a new generation of young leaders committed to positive change in themselves, their communities and the world through the inspiration of the Nobel Peace Laureates. Working with schools and youth groups, **PeaceJam** travels the world to find young people who want to make a difference in the world and make it a better place to live in.

Archbishop Tutu, a fervent supporter of the work accomplished by **PeaceJam**, has praised the organization which he ardently believes "gives kids hope and direction." He also said, "The **Global Call to Action** campaign is gaining an incredible kind of momentum and is making a huge difference in the lives of young people."

This September, **PeaceJam** will be at the center of a number of huge events that will highlight and underscore the importance of the organization's mission.

- Archbishop Desmond Tutu will be one of the very distinguished Nobel Peace Laureates in attendance at the **PeaceJam Global Call to Action Youth Event** scheduled for September 11-13, 2008 at Loyola Marymount University in Los Angeles, CA. Considered a historic gathering by the Nobel Peace Laureates, this amazing conference will serve as the official international launch for the **Global Call to Action** campaign. It will also highlight exciting projects from around the world and be attended by 3000 youth leaders between the ages of 14-25 who are working alongside the Nobel Peace Laureates. Other Nobel Laureates in attendance will be Adolfo Perez Esquivel, Shirin Ebadi, Betty Williams, Rigoberta Menchu Tum, Jose Ramos-Horta and Jody Williams.
- This Global Call to Action Conference will coincide with the publication of a new book for young adults: **PEACEJAM: A Billion Simple Acts of Peace** (Puffin; September, \$16.99) co-authored by PeaceJam founders Ivan SuvanjiEFF and Dawn Gifford Engle. The book is the official handbook for the **Global Call to Action** campaign, and contains profiles of each of the Nobel Peace Laureates involved in **PeaceJam**, with firsthand accounts of the young people and their work with the Laureates, plus tools and resources to inspire others to action.
- **The Global Call to Action Challenge Contest**, sponsored by the Pearson Foundation, will be launched at the September conference and will honor the best **Global Call to Action** projects created this year. A top prize will be awarded to the winning project and will include a visit by a Nobel Prize Laureate to the winner's school or youth organization.
- The **PeaceJam Foundation** is working with public television to create a **PeaceJam**-themed television series on the air in 2009. The Pearson Foundation's Digital Arts Alliance will also be working with youth around the globe to capture their ongoing GCA projects on camera.
- A new website to support the campaign will be launched this September as well, with the goal of creating a global community of young people working together to change our world. (www.globalcalltoaction.org).

The enormity of the **Global Call to Action** campaign is contained in its audacious goal—1 billion projects in ten years.

PeaceJam has a number of programs for youth of all ages including **PeaceJam** Juniors (ages 5-11), **PeaceJam** Leaders (ages 11-14), **PeaceJam** Ambassadors (ages 14-19), **PeaceJam** Juvenile Justice (incarcerated and recently released from juvenile system youth) and **PeaceJam** Scholars (college level program).

Available for interviews:

The Nobel Peace Laureates, founders Ivan and Dawn and the young men and women creating the projects.

About the Founders

Dawn Gifford Engle is a former Congressional aide and cofounder of the Colorado Friends of Tibet. **Ivan Suvanji** is a former musician, photographer, and documentary filmmaker. They travel constantly around the world to spread the **PeaceJam** program. Dawn and Ivan make their home in Denver, Colorado.

About PeaceJam

PeaceJam is a non-profit organization with its international headquarters located in Arvada, Colorado. Since its inception in 1996, over 600,000 youth have participated in the **PeaceJam** program, engaging in one million service projects in their communities. **PeaceJam** has ten U.S. affiliate offices and international affiliate offices in South Africa, Costa Rica, India, Guatemala, Argentina, and the United Kingdom, with plans to expand to Canada and East Timor.