Jude Law calls for public to “make Peace One Day” in stirring video promoting #PeaceDay on 21 September.

Produced by Actor Jude Law and Jeremy Gilley, the groundbreaking, free-to-register digital event is only 4 weeks away.

Link to Jude Law Video: https://vimeo.com/451082398

24 AUGUST, LONDON. Actor Jude Law called for the public to “make Peace One Day**”** in a moving video promoting the 4 week countdown to #PeaceDay on the 21st September, the UN International Day of Peace. In the video, posted on Instagram, Jude encouraged viewers to join him for the groundbreaking, Live Global Digital Experience that will be broadcast live to every continent. Co-produced by himself and Jeremy Gilley, the event will connect the most incredible and inspiring international speakers, actors and musicians for a full day of online digital experience to raise awareness of Peace Day, and ultimately spread the message of peace and non-violence throughout the world.

Joining Jude Law is Laura Whitmore, TV presenter and radio broadcaster, who is taking part in this virtual event as a presenter, and Indian Actress and UN Environment Goodwill Ambassador & United Nations Secretary-General Advocate for Sustainable Development Goals, Dia Mirza, will be speaking in ‘Words of Peace’. Also taking part is Game of Thrones’ Bella Ramsey, who will feature on the Peace of Minds Panel, drawing on her experience as an Ambassador for Young Minds and Greenpeace.

Jack Savoretti and the iconic Emeli Sandé are returning once again to perform to support Peace Day, alongside Felix Buxton of Basement Jaxx, who will be performing ‘Love Frequency’ with LCV Choir and Citizens of the World Choir.

Jude Law said: "Peace Day has always been something that is truly inspirational. Having been a Peace One Day Ambassador for over a decade, I’ve seen it grow, evolve, and really come into its own this year. Connecting people around the world and giving a moment to reflect on the peace that is so needed. At a time when the world has been turned upside down by the pandemic, never has it been more important to remind ourselves of the true value of community and creative solutions to the world's biggest problems. #Peace Day allows that moment of reflection and connection. And that's why together with Jeremy Gilley we are producing the Peace One Day Live Global Digital Experience on Peace Day, 21 September.”

Felix Buxton of Basement Jaxx said: “I have supported Peace One Day in their mission to create an annual day of unity for many years, and it has never felt more urgent than now. It is up to every one of us to move towards a peaceful future, for those who do not have the privilege of safety that comes with living in certain parts of the world. The Peace One Day Live Global Digital Experience offers millions around the globe a chance to come together in solidarity, and to turn intention into action.”

Jack Savoretti said: “I am delighted to be supporting Peace One Day again in 2020, to continue to share the message of Peace globally. By coming together on Peace Day, we realise our potential on both individual and collective levels to shape our shared future to be more just, inclusive and peaceful. The

work of Peace One Day has never been more vital, and I am proud to be carrying the torch for them this year and participating in the Peace One Day Live Global Digital Experience."

Emeli Sandé said: "Peace One Day has made it possible for everyone to become involved in the ever-growing peace movement. We have a long way to go, but I believe that anyone can make a difference, and the Peace One Day Live Global Digital Experience is a timely opportunity for the world to unite and reflect on what peace means to all of us, no matter where we live."

Jeremy Gilley, Founder of Peace One Day said: "The Peace One Day Live Global Digital Experience is the most ambitious project we have ever produced. We will be live-streaming 13-hours of inspiring content from every continent across the world, representing all key sectors and hearing from some of the world's greatest thinkers and performers. I'm incredibly excited by what this digital experience is set to achieve. I am also thrilled to be working so closely with the United Nations to raise awareness and commemorate their 75-years of exceptional work, and drawing close attention to Global Goals week. And of course, none of it would be possible without our wonderful sponsors Avon, Lipton and Microsoft and partners."

With only 10 years left to achieve the Sustainable Development Goals, the Peace One Day Live Global Digital Experience is united with the 100 national governments, cities, businesses, NGOs and others who are committed to halving global violence by 2030. The broadcast is designed to support the wider Peace One Day objectives of making 4 billion people fully aware of Peace day by 2025, providing Peace & Sustainability Education Resources to all 193 UN Member states and raising global awareness of Goal 16; Peace, Justice and Strong Institutions.

The Peace One Day Live Global Digital Experience 2020 is proudly sponsored by Avon, Lipton and Microsoft.

Register today for free, to unite with millions around the world for a day filled with hope, reflection and connection.

Visit: https://www.peaceoneday.org/Main/PeaceDayLive

For more information please contact:

Louise Watsham - Marketing Manager
Louise@peaceoneday.org

PR Team
pod@franses.co
+44 7898624779

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Peace One Day Live Global Digital Experience 2020
The Peace One Day Live Global Digital Experience, produced by Jeremy Gilley and Jude Law, is designed to showcase activity globally, in the hope that 4 billion people will be exposed to the Peace Day message in just 24-hours. Ensuring that the entire global community has access to the message of peace and non-violence in the 75th year of the United Nations, this incredible digital experience is free to register and not to be missed. We are delighted to be collaborating with Pathfinders, SDG Action Campaign, Peace Innovation Lab at Stanford University, Bingham Centre for the Rule of Law and many other partners.

Peace One Day
Jeremy Gilley founded Peace One Day in 1999 to establish an annual Peace Day with a fixed calendar date and document the process. In 2001 Peace One Day's efforts were rewarded when the member states of the United Nations unanimously adopted the first ever annual day of global ceasefire and non-violence on 21 September – Peace Day. Peace One Day's overarching objective is to ensure that people are aware of the day and actively take part in peaceful activities.

Reports supported by McKinsey & Co. would indicate that over a billion people are now aware of the day, with an estimated 16 million people behaving more peacefully on the day as a result.

As well as leading a number of high profile Peace Day campaigns in sport, education, the environment, and within the corporate sector, Peace One Day has produced 14 major broadcast celebrations, including performances by Sir Elton John, Akon, Annie Lennox, Lenny Kravitz, Youssou N'Dour, Yusuf Islam, Peter Gabriel, Patti Smith, Bryan Adams, John Legend, Dave Stewart, Jimmy Cliff and many others.