Peace One Day | PRESS RELEASE

Join the Peace One Day Live Global Digital Experience on 21st September for #PeaceDay, the UN International Day of Peace

A free-to-register digital experience featuring some of the world's most high-profile thought leaders and celebrities, united in their message of peace and non-violence.

Peace One Day is hosting a Live Global Digital Experience on the 21st of September for #PeaceDay, the UN International Day of Peace. This groundbreaking, free virtual event will be broadcast live to every continent, connecting 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.

There will be 7 live-streamed panel discussions throughout the day, which will cover a variety of topics from women on the frontlines of action to spotlights on local heroes. These panels will feature inspiring individuals who are distinguished experts in their fields, sharing their profound insight of peacekeeping, technology, education, mental health, virology, business and entertainment.

The Words of Peace will have great actors such as Jude Law, Sir Mark Rylance and many others, speaking dramatic or historical speeches that have inspired change or action. The day will also offer audiences live-streamed music performances and interviews from renowned international artists from all corners of the globe. Emelie Sandé is returning to perform for a second year in a row, alongside Jack Savoretti, and Basement Jaxx.

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.

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, NGO's 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.

Avon: Angela Cretu, CEO Avon International said:
"We're thrilled to be part of the Peace One Day movement again this year as we connect our communities across the world through the Live Global Digital Experience on 21st September. More violence takes place in our schools, homes and communities than in war zones, and domestic violence kills more women than any other

issue. Peace Day is a crucial moment for us to come together with one voice to speak out against gender violence. We'll be inviting the millions of Avon Beauty Advisors and our customers and communities across the world to join us in the events, raise our voices, be part of the movement and #Speak Out for peace."

Lipton: Marc Schroeder, CEO Pepsi Lipton said:
"We are incredibly excited to be part of the Peace One Day initiative partnering on such a positive and significant mission. At Lipton we believe in the powerful benefits of strengthening quality connections and human relationships. Our brand is rooted in positivity, our purpose is rooted in bringing people together. We believe these positive human connections are foundational for Peace and is why our purpose fits so well with the intent of Peace One Day.

As we launch our own campaign - Share Some Sunshine - in many parts of the world, it mirrors the same positive intent of POD message 'who will you make peace with' a shared perspective that we want to amplify together. This year's Peace Day is more important than ever, as the unprecedented events of 2020 have made many feel isolated from their loved ones. Peace thrives when people connect so let's come together & celebrate our quality connections. We look forward to helping make the 21st of September a day when billions of people engage with Peace Day."

Microsoft: Kate O'Sullivan, General Manager, Digital Diplomacy, Microsoft said:
"Ensuring the internet is used for peace is one of the most critical causes of our time, especially during a pandemic where we rely on it as never before. It is clear that there can be no peace without digital peace. Jeremy, Jude, and the team at Peace One Day are leaders on an issue that impacts and unites us all regardless of who we are or where we live, and we believe history will see Peace One Day as an important catalyst for change. We look forward to working together alongside Peace One Day, Digital Peace Now Society and the CyberPeace Institute to create a shared future in which peace prevails."

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