

GLOBAL DIGNITY | press release

GLOBAL DIGNITY LAUNCHES “DIGNITY IN ACTION” CHATBOT CAMPAIGN

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New York, New York — Today, the international nonprofit organization Global Dignity launched “Dignity in Action,” a campaign designed to put the values behind dignity – like compassion, respect and love – into action, both online and offline.

The campaign will be launched today, October 18, which is Global Dignity Day, and is built around a Facebook Messenger chatbot named *Faya*. She is a French bulldog who invites young people to submit photos and videos of the actions they are doing to build a world with more compassion and tolerance.

“Through this campaign Global Dignity encourages students and young people everywhere to get involved in moving the powerful values behind dignity into action,” said HRH Crown Prince of Norway and Co-Founder of Global Dignity.

Faya’s actions are designed to be simple and easy to do in a matter of seconds.

These actions, which are done in the real world and submitted to the chatbot through photos and videos, include

- “Do an Act of Kindness” in support of the recently launched #ClickWithCompassion anti-bullying campaign
- “Play a Sport” in support of Global Dignity’s nonprofit partner, Right To Play
- and, “Submit your Artwork: What does Dignity Mean to You?” in support of Global Dignity’s partnership with photographer JR’s Inside Out portrait project.

“When the actions of young people around the world are mobilized, we are able to see the positive impact that seemingly small everyday acts of dignity can have on our own lives and the lives of others,” said MC2 CEO and Co-Founder Giovanna Mingarelli, who is also the Country Chair for Global Dignity | Canada and a member of the Global Dignity International Board.

“We know that young people around the world are attached to their mobile devices, said John Osborn, CEO, OMD USA and the Board Chairman of Global Dignity. “The Dignity in Action Campaign literally puts the values behind dignity in the palm of their hands and gives them an easy way to begin to engage.”

Global Dignity aims to support young people around the world in recognizing and protecting their own dignity and to support others in living a more dignified life.

Global Dignity Day will be celebrated on October 18, 2017 in over 70 countries with events, small interactive discussions in classrooms, assemblies and forums engaging over 400,000 young people. Supported by leaders from around the world and across sectors, the Honorary Board of Global Dignity includes: Sir Richard Branson, Bishop Desmond Tutu, Nobel Laureate and Harvard Professor Amartya Sen and Ambassador Andrew Young.

Global Dignity is offering teachers, partners and young people all the material they need to participate on Facebook, Twitter and Instagram, which can be [found here](#).

Everyone is invited to take action with Faya via: m.me/globaldignity and to use the hashtag #GlobalDignity when sharing the campaign.