

GLOBAL DIGNITY | press release

GLOBAL DIGNITY LAUNCHES A NEW WEBSITE AND VIDEO “WAKE UP IN THE DARK”

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New York, New York — Today, the international nonprofit organization Global Dignity launched a new website in partnership with BBDO New York. Along with the new site, BBDO created a short video “Wake Up in the Dark.”

“Global Dignity encourages and supports young people everywhere to get involved in moving the powerful values behind dignity into action,” said HRH Crown Prince Haakon of Norway, Co-Founder of Global Dignity and a member of our International Advisors Council.

John Osborn, the long-time former CEO of BBDO, and now the CEO of OMD and Chair of the Global Dignity Board, added that *“our new website provides new resources, tools and inspiration for our growing network of local leaders working in over 70 countries, and young people everywhere, to strengthen their efforts to create communities where compassion, understanding and love triumph over intolerance, injustice and inequality.”*

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Through partnerships with schools, youth and community-based organizations and with refugee communities, Global Dignity has reached over 1.8 million young people since it was founded in 2006 by three Young Global Leaders working through the World Economic Forum.

The Honorary Board of Global Dignity includes Bishop Desmond Tutu, Nobel Laureate and Harvard University Professor Amartya Sen, Sir Richard Branson and Ambassador Andrew Young.

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www.globaldignity.org And the link to the “Wake Up in the Dark” video: <https://youtu.be/5poZZ8D3y98>

