

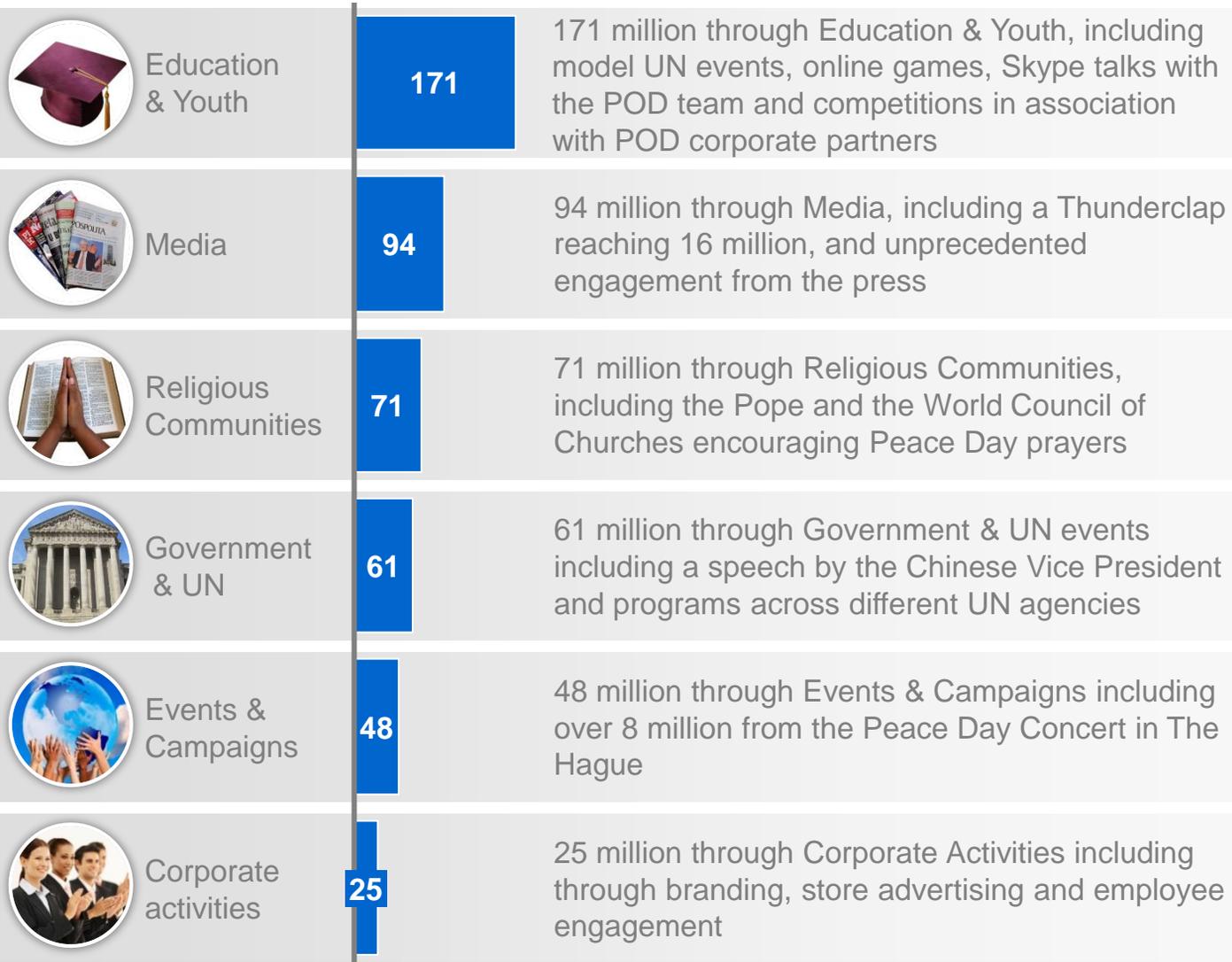
2013: Peace Day's global momentum continues with almost ½ billion people now aware



Peace Day 2013 has built on the tremendous success of 2012, increasing awareness by a further **68%, or 190 million**. Today, **470 million** people in 200 countries are aware of Peace Day. This success has been driven by significant growth in engagement through education & youth, religious communities, along with press & social media coverage.

In 2013, 470 million people in 200 countries were aware of Peace Day

Awareness (Million)



- We estimate that **1-2% of those aware of Peace Day behaved more peacefully** in their own lives as a result, improving the world for thousands of others. Peace One Day's 2013 campaign focused specifically on turning awareness into action; resulting, for example, in noticeably lower levels of bullying in participating schools around Peace Day.
- In 2013, the effect of Peace Day meant that **4-8 million people behaved more peacefully than on other days** - equivalent to the entire population of Nicaragua or Libya.

Peace Day 2013 had global reach across all sectors of society



The **US** Pinwheels for Peace campaign once again got 4 million children to create pinwheels and take them home to their families



Ocado's "Poems for Peace" competition engaged 90,000 **British** children in writing poems about peace



POD hosted over 120 Skype talks and other school events around the world, reaching 1 million young people, their teachers and families



A Peace Day concert, Peace Day run and related activities in **The Hague** reached over 8 million people



Argentina's President Cristina Kirchner called for 21 September to be observed throughout the country in line with recent legislation, reaching 10 million people



President Ellen Johnson Sirleaf declared 21 Sept as International Day of Peace to be observed throughout **Liberia**, making at least 2 million people aware



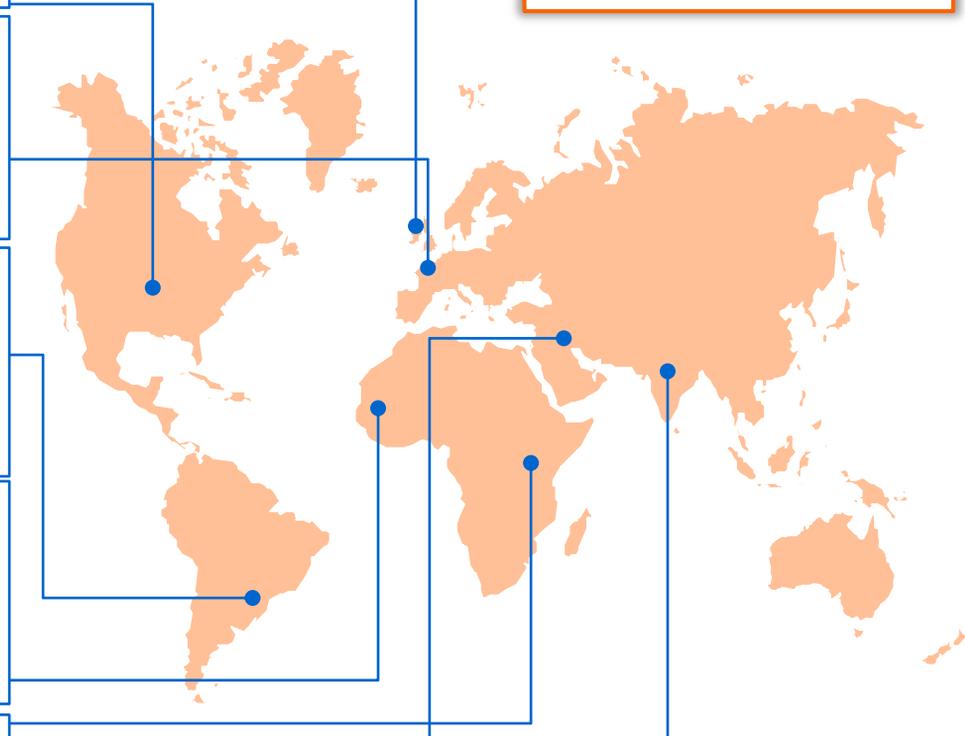
One Day One Goal football matches took place around the world, involving 90,000 people, including at Gihisi Football Training camp in **Rwanda**



The UN in **Iraq** organised a Peace Day round table, press conference, concert, art exhibition and dozens of other events around the country, touching 2 million people



The Prem Rawat Foundation in **India** created Peace for People 2013, a series of 4 short videos about peace, which was aired around the world, and viewed by over 5 million people



A look ahead to Peace Day in 2014

- Peace Day 2014 will again focus on youth, aiming to reduce school bullying and create the next generation of peacemakers. Peace Day 2014 will again draw on the theme of **"Who will you make peace with?"**, encouraging individuals to take action in their homes and communities. Continuing to build our network of coalition partners, 2014 will also see us working closely with **Axe/Lynx**, the leading men's fragrance, allowing our message of peace to reach new audiences around the world.
- With the support of the **Howard G. Buffett Foundation**, Peace One Day has committed to a 3-year Peace Project in the Democratic Republic of Congo and Great Lakes Region of Africa, with the aim of creating a broadly observed regional day of ceasefire and non-violence on 21 September. The public awareness hub of the campaign in 2014 will be a globally-broadcast concert in Goma, DRC with hip hop superstar Akon.
- We will continue to pursue our goals of:
 - **Continuing double digit growth in awareness** across social media and media channels
 - **Increasing event participation by 15%** in education, events, campaigns and corporate sponsorship
 - **Increasing our impact**, not only by increasing the number of people who know about Peace Day, but also by getting more people to take action to reduce violence on the day