

Man Up Campaign Selects Young Leaders to Stop Violence Against Women

NEW YORK, March 7, 2010 – On March 8th, International Women's Day, Man Up Campaign will bring together artists, athletes and activists committed to stopping violence against women and girls to announce the prestigious team of young delegates chosen to lead the campaign's global movement. These young leaders were selected from a pool of approximately 800 applicants from over 50 countries. This summer, Man Up delegates will launch the campaign at an inaugural Young Leaders Summit in Johannesburg, South Africa during the 2010 FIFA World Cup. This press event is being held at Dash Gallery, Damon Dash's multimedia art space in lower Manhattan.

Man Up Campaign's innovative movement is the brainchild of award-winning journalist and activist Jimmie Briggs. It is the first global initiative of its kind to mobilize and strengthen the existing good work of young leaders to stop violence against women. The mission says Briggs, "is to dare youth to change history...to make the world safe for women and girls."

Over the last year, Jimmie Briggs and former Education Director at Amnesty International USA, Karen Robinson, together with a team of dedicated sponsors and grassroots organizations have worked to engage youth to tackle this issue. Man Up Campaign has been lauded by President Barack Obama's Ambassador-at-Large of Global Women's Issues. This week, Ambassador Melanne Verneer declared, "Man Up Campaign knows that the only way to stop violence against women is through investment in the grassroots efforts of both young men and women."

Eve Ensler, Playwright and Founder of V-Day, has supported the campaign since its inception. "It is very moving and makes me extremely hopeful to finally see youth mobilizing against violence against women and girls," she stated. "This movement could be the next huge wave in ending an epidemic that impacts one of out of three women and girls on the planet."

In addition to the delegate announcement, Man Up is recognizing new partnerships with Dash Gallery, Creative Control TV, J Dilla Foundation and UNIFEM (United Nations Development Fund for Women). Man Up Campaign is recruiting members of the music community to join the movement and work in partnership with J Dilla Foundation and producer Ski Beatz of Reasonable Doubt and Blakroc fame who will engineer tracks for Man Up Campaign at Dash Gallery.