



FOR IMMEDIATE RELEASE

Contact: Julie Griff (Julie@breakthrough.tv); (212) 868-6500

Mallika Dutt Honored with the Karmaveer Puraskar: National Award for Social Justice & Citizen Action by the Indian Confederation of NGOs

New Delhi (November 6, 2009) – Breakthrough’s Executive Director, Mallika Dutt, will be honored by the Indian Confederation of NGOs (iCONGO) with the Karmaveer Puraskar, National Award for Social Justice & Citizen Action on November 26, 2009.

Created in 2006 by iCONGO, India’s premiere organization representing grassroots NGOs, the Karmaveer Puraskar is presented to individuals recognized for their leadership and commitment to social justice issues. The awards ceremony will take place on Thursday, November 26th, 2009 in New Delhi. iCONGO has marked November 26th as the National Social Justice and Citizen Action Day in order to celebrate and encourage every day citizens and community leaders to “be the change you wish to see in the world.”

Mallika Dutt has a long history of activism and commitment to social change and has addressed global issues ranging from women’s rights to racial justice and immigrant rights. For the last decade, she has been spearheading efforts to stop violence against women and build more peaceful families and societies.

On October 21, 2009, Ms. Dutt was invited to testify before the House Subcommittee on International Organizations, Human Rights, and Oversight to encourage passage of the International Violence Against Women Act (I-VAWA), which seeks to ensure that the fundamental right to live a life free from violence can become a reality for the world’s women.

Breakthrough’s most recent multi-media campaign in India, *Bell Bajao!* (www.bellbajao.org), calls on men and boys to take a stand against domestic violence. The campaign has been championed by Bollywood actor Boman Irani, and supported by partnerships with Ogilvy and the Indian Ministry of Women and Child Development. *Bell Bajao!* has reached more than 130 million in India through television, radio and print PSAs, and was recognized as the Best Integrated Campaign of the Year at Goafest 2009 Abby Awards

About Breakthrough

Breakthrough is an innovative, international human rights organization using the power of popular culture, media, and community mobilization to transform public attitudes and advance equality, justice, and dignity. Through initiatives in India and the United States, Breakthrough addresses critical global issues including violence against women, sexuality and HIV/AIDS, racial justice, and immigrant rights.

For more on Breakthrough’s human rights programs, please visit www.breakthrough.tv.