



bring human rights home

Breakthrough's Bell Bajao! Wins the Cannes Silver Lion

New York, NY, July 28, 2010 -- Breakthrough's acclaimed Bell Bajao! (Ring the Bell) Campaign against domestic violence has received the prestigious Silver Lion in the Film Category at the Cannes Lions 57th International Advertising Festival. Bell Bajao! is the only entry from India to win The Silver Lion in the Film category.

<http://www.canneslions.com/work/film/entry.cfm?entryid=19839&award=3&keywords=>

The films were created pro bono by Ogilvy & Mather, Mumbai and were directed by Bauddhayan Mukherjee of Little Lamb Films.

Here are the links:

<http://breakthrough.tv/video/bell-bajao-bus-driver-rings-the-bell>

<http://breakthrough.tv/video/bell-bajao-software-engineer-rings-the-bell>

Sharing her excitement, Mallika Dutt, President and CEO of Breakthrough says, "We are delighted at Bell Bajao's win at the Cannes Lions 57th International Advertising Festival! The Silver Lion provides us with a global platform to spotlight violence against women and to ask men and boys to become partners in ending it. Our partnership with Ogilvy & Mather is a wonderful example of the reach and success of public-private collaborations, which are essential to bringing an end to the abuse that women face all over the world."

Bell Bajao! is a multimedia campaign that uses the power of pop culture, media and community mobilization to call on men and boys to end domestic violence. The award winning ads are inspired by stories of people who have joined the Bell Bajao! movement against domestic violence. Launched first in 2008 with the support of the Ministry of Women and Child Development and campaign ambassador, film star Boman Irani, Bell Bajao! has become a globally recognized, national movement. The campaign creates awareness on the issue of domestic violence and inspires the public to take action against it.

Zenobia Pithawalla, Group Creative Director, Ogilvy & Mather, Mumbai says "What makes this win even more wonderful is the fact that this work was not created because one wanted to win an award. But because everyone from the client to the creative team to the filmmaker believed this was what it would take to put an end to Domestic Violence. As we celebrate this news, we would like to thank Breakthrough for always giving us a free hand and believing in our creative work as much as they believe in their cause."

The Cannes Lions International Advertising Festival is the world's biggest celebration of creativity in communications. As the most prestigious international advertising awards, more than 22,500 entries from all over the world are showcased and judged at the festival. More than 6,000 delegates from 90 countries attend seven days of workshops, exhibitions, screenings, master classes and high-profile seminars.



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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 around the world. We are a nonprofit organization and through initiatives in India and the U.S., we focus on issues like violence against women, HIV/AIDS, immigration, youth and community leadership and human rights education. www.breakthrough.tv

Breakthrough's past work to advance women's rights includes music album (Mann Ke Manjeere) and music videos (Mann Ke Manjeere, Maati and Babul in collaboration with Shubha Mudgal, Prasoon Joshi, Shantanu Moitra, Mandira Bedi, Mita Vashishth, Samir Soni) ad campaigns including What Kind Of A Man Are You? (McAnn Erickson 2004) and Is This Justice? (O&M 2006-07) that address the issue of HIV prevention and related violence. Breakthrough also produced the very successful mutli-media initiatives to advance immigrant rights and racial justice, including the celebrated videogame, ICED (I Can End Deportation) www.icedgame.com.

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