

For Immediate Release

Media Contact: Crissy Spivey
212.868.6500 x308
Crissy@breakthrough.tv



Eve Ensler and others honored as Breakthrough Celebrates Ten Years of Promoting Human Rights through cutting-edge media and popular culture

New York – October 19, 2010 – Leading human rights organization, Breakthrough, celebrates ten years of bringing human rights home at its [Let's Breakthrough Together Gala](#), to be held on October 22, 2010, at Cipriani 42nd Street in New York City.

Breakthrough will present its annual Inspiration Award to activist, performer and highly esteemed playwright behind *The Vagina Monologues*, [Eve Ensler](#), and Founding Chair of the International Center on Nonviolent Conflict, and Managing Director of Rockport Capital, Inc. [Dr. Peter Ackerman](#). Breakthrough will present its Leadership Award to [Patricia and Madhav Dhar](#).

“We believe human rights start with the individual,” said Mallika Dutt, Founder and President of Breakthrough. “Breakthrough’s mission was founded on this principle, and we are pleased to celebrate honorees who embody this ideal with their groundbreaking initiatives.”

The past ten years has seen Breakthrough’s evolution from a single campaign to a global leader in advancing human rights through media and pop culture. An internationally recognized organization, Breakthrough produces innovative multi-media campaigns including videogames, music videos, animations and social media to advance human rights themes that address women’s rights, HIV/AIDS, immigrant rights and racial justice. Breakthrough campaigns and products have reached millions through diverse partnerships and are being used around the world to advocate for human rights.

Highlights of the past ten years include:

- **2010** - *Bell Bajao (Ring the Bell)* campaign (www.bellbajao.org) calling on men and boys to take a stand against domestic violence, won the Silver Lion at the Cannes International Advertising Festival and was featured at the opening plenary of the Clinton Global Initiative. *Bell Bajao* has reached more than 130 million people in India alone and now goes global with the UN Secretary-General joining as the campaign’s first Global Ambassador.
- **2010** - The *Restore Fairness* campaign (www.restorefairness.org) calling on the U.S. government to uphold fair immigration and racial justice, has reached over 327,000 with compelling documentary video chronicling the experiences of immigrants and communities of color and has made Breakthrough a leading resource for media, human rights leaders, and community groups.
- **2008** – *ICED – I Can End Deportation* (www.icedgame.com) was the first video game using 3D technology to educate young people about the devastating impact of unfair detention and deportation laws and has reached more than 132,000 people and 166 countries worldwide. The game has been widely used in schools, community centers, universities and human rights organizations; has reached an estimated audience of 28 million through mainstream media coverage; and has paved the way for the use of videogames as a tool for social justice.

- **2007** – *Is This Justice?* (<http://breakthrough.tv/learn/campaign/is-this-justice>) was the first campaign in India to draw attention to the social stigma against women—especially widows—living with HIV/AIDS who are forced out of their homes by family members after their husband’s death. Reaching more than 35 million people, Breakthrough put a face to this issue by creating powerful public service announcements and inviting HIV-positive women to share their stories at press conferences throughout the country.
- **2005** – *What Kind of Man Are You?* (<http://breakthrough.tv/learn/campaign/what-kind-of-man-are-you>), the first-multimedia and public awareness campaign of its kind in India directly asking men to protect their wives by wearing a condom, as more than two million married women have been infected by their husbands. The message reached over 30 million people in eight languages through 160 mainstream media outlets, along with India’s first text messaging helpline, which resulted in 10,000 queries.
- **2000** – *Mann Ke Manjeere* (<http://breakthrough.tv/learn/campaign/mann-ke-manjeere>), a ground-breaking album and a music video, seen by an estimated 20 million viewers, drew significant public attention in India by placing the issue of domestic violence into mainstream dialogue. It was the first time in India that leading male figures from the entertainment industry played a prominent role in addressing women’s issues.

For more on Breakthrough’s human rights programs, the Let’s Breakthrough Together Gala and the recipients of the Awards, please visit www.breakthrough.tv.

About Breakthrough: Breakthrough is a global, human rights organization that uses the power of media, pop culture, and community mobilization to inspire people to take bold action for dignity, equality, and justice. Based in India and the United States, Breakthrough addresses critical global issues including violence against women, sexuality and HIV/AIDS, and immigrant rights and racial justice.