

NATIONAL COALITION AGAINST DOMESTIC VIOLENCE



FOR IMMEDIATE RELEASE

THE CELEBRITY MALE ROLE MODEL PIXEL REVEAL CAMPAIGN: ENDING VIOLENCE AGAINST WOMEN, ONE PIXEL AT A TIME

6 MARCH 2014 (WORLDWIDE): [The Pixel Project](#), a global volunteer-led virtual non-profit organisation working to end Violence Against Women (VAW), is proud to launch the Celebrity Male Role Model Pixel Reveal campaign on the 101st International Women's Day (8 March 2014). This campaign aims to raise US\$1 million in aid of the U.S.A.'s National Coalition Against Domestic Violence (www.ncadv.org) and The Pixel Project while highlighting the important role men and boys play in stopping VAW. The campaign will kick off with a special series of live Google Hangouts featuring a mix of prominent anti-VAW activists and popular authors.

[The Pixel Reveal campaign](#) rallies the global audience to collectively unveil an online million-pixel mystery collage of world-exclusive celebrity male role model portraits by donating US\$1 per pixel. Each donation triggers the automatic reveal of the equivalent number of pixels. For example, a \$10 donation will trigger the reveal of 10 pixels. As more pixels are revealed, the cover picture will fade out to uncover the portraits underneath it. When a celebrity male role model is revealed, an exclusive anti-VAW public service announcement from him will be launched. The distinguished line-up includes a Nobel Laureate, a two-time Pulitzer Prize Winner and superstar Environmentalist; and their portraits are taken by award-winning international photographer, Jillian Edelstein. Donations start at as little as \$10.

Through the [Pixel Reveal campaign](#), The Pixel Project is working to accelerate a major paradigm change that is crucial for efforts to end VAW, by highlighting positive male role models to inspire men and boys to join the anti-VAW movement. VAW has always been stereotyped as a 'women's issue'. In reality, it is a human rights issue that impacts families and communities. Men may be the majority of perpetrators of VAW, but good, non-violent men far outnumber them and have largely remained silent on the issue. For VAW to end, these men need to be involved in efforts to end the violence. The Pixel Reveal campaign intends to do just that by triggering conversations about VAW worldwide and inspiring men and boys to take action to stop VAW in their communities.

To launch the campaign, a series of live Google Hangouts will be held between 8 - 31 March 2014 to kick-start conversations about VAW and to encourage donations in support of the campaign. Anti-VAW activist speakers taking part include UN Women, The Pixel Project, the National Coalition Against Domestic Violence, the White Ribbon Campaign, Breakthrough/Bell Bajao, a panel of smartphone safety experts (Circle of 6, PFO tech) and a panel of documentary filmmakers who focus on the issue of VAW (Evan Grae Davis, Lisa F. Jackson). The bestselling and award-winning authors doing readings with Q&A sessions in support of the campaign include Cornelia Funke, Isaac Marion, Jacqueline Carey, and Kelley Armstrong.

Regina Yau, Founder and President of The Pixel Project, said: "Violence against women is one of the most widespread and entrenched human rights violations in the world and The Pixel Project is delighted that our world-famous male role models, fellow anti-VAW activists and allies, and acclaimed authors have stepped up to join us in raising much needed funds and widespread support for this cause. VAW has long been a taboo issue and we hope that this campaign will help break the silence surrounding this violence by sparking conversation about VAW in communities across the world."

Rita Smith, Executive Director of the National Coalition Against Domestic Violence said: The Pixel Project's Celebrity Male Role Model Pixel Reveal campaign is an amazing and creative idea to help us engage more male allies, share information across the globe to those in need, and connect with activists around the world working to end violence against women. We must join together if we ever hope to reduce these kinds of crimes, and we are thrilled to be partnering with The Pixel Project on this journey.

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About The Pixel Project (www.thepixelproject.net)

The Pixel Project is a complete virtual, volunteer-led global 501(c)3 non-profit organisation whose mission is to raise awareness, funds and volunteer power for the cause to end violence against women using the power of the internet, social media, new technologies and popular culture/the arts. Their flagship campaign, the Celebrity Male Role Model Pixel Reveal campaign, aims to raise US\$1 million for the U.S.A.'s [National Coalition Against Domestic Violence](http://www.ncadv.org) and The Pixel Project by getting a global audience to collectively unveil a million-pixel mystery collage of Celebrity Male Role Models at US\$1 per pixel.

About the National Coalition Against Domestic Violence (www.ncadv.org)

The survivor led and survivor focused National Coalition Against Domestic Violence (NCADV) has worked for more than thirty-five years to end violence against women by raising awareness and educating the public about the effects of domestic abuse. Our work includes developing and sustaining ground-breaking public policy at the national level aimed at ending violence; assisting the 2,000+ urban and rural shelters and programs at the local, state, and regional levels of the nation in the programming they offer to victims seeking safety and assistance; and offering programming that empowers and supports the long-term health and safety of victims of domestic violence. Currently, our constituency encompasses more than 70,000 programs, survivors, advocates, and allied individuals and is growing daily.