

# JE SUIIS IT'S RESPON ON SABLE ME

Agir pour Take  
l'égalité action  
for equality

09.21-10.02

## THEME 2022

Take Action for Equality: End racism. Build peace

## AMBASSADORS

Kim Thúy & Brian Bronfman

## WEBSITE

[www.thepeacedays.com](http://www.thepeacedays.com)

## SOCIAL MEDIA

[Facebook](#) / [Instagram](#)

## HASHTAGS

#peacedays | #peaceinaction  
#itsonme | #endracism  
#journeesdelapaix | #agirpourlegalite  
#jesuisresponsable | #mettrefinauracisme

## TAKE ACTION FOR EQUALITY END RACISM, BUILD PEACE

8th edition: PEACE DAYS 2022  
From September 21st to October 2nd



## RECOMMENDATIONS :

### COMMUNICATIONS AND PROMOTION OF PEACE DAYS

We are happy to provide you with the Peace Days **logo** (available in French, English and bilingual). You can [download the logo](#) from the Peace Days website and include it among your communication tools, as a means of associating your event with Peace Days. Please respect the logo standards guide.

Since 2021, we have included an outreach campaign with the slogan “**I'm responsible | It's on me.**” The [visuals of the bilingual campaign](#) are also available on our website. You can use them to enrich your communications.

We encourage you to create a **Facebook** event to promote your activity. If possible, please add us - [@PeaceDays](#) - as co-organizer of your event!

If you are planning to send out a **newsletter** from your organization in the coming weeks, we invite you to mention that your event is taking place in the context of Peace Days, and to include a short summary of the programming of this 8th edition.

In order to feed and energize our various social networks, we ask you to share your event **photos** as soon as they are available.

There are multiple **hashtags** in use for Peace Days 2022. Feel free to use them in your publications and on your various social networks.

We encourage you to visit the Peace Days website and use the available content to enhance your publications. Kim Thúy and Brian Bronfman are the 2022 Peace Days **ambassadors** and will represent us in the media.

## RECOMMENDATIONS :

### COMMUNICATIONS AND PROMOTION OF PEACE DAYS

The 2022 **Peace Days program** offers many activities. We encourage you to identify and actively participate in some of them.

A 1min 40sec **video promoting Peace Days** can be found on the homepage of our [website](#) and on [YouTube](#). As a means of linking your activity to Peace Days programming, we encourage you to present the video at the beginning of your event. If applicable, don't forget to mention that your activity is part of the Peace Days 2022 schedule, which your participants should be encouraged to consult.

We all have a role to play in promoting Peace Days and its amazing joint programming!

## PEACE DAYS | JOURNÉES DE LA PAIX

*An initiative of the Peace Network for Social Harmony  
Une initiative du Réseau pour la paix et l'harmonie sociale*