

UNITED NATIONS



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EXECUTIVE OFFICE OF THE SECRETARY-GENERAL
CABINET DU SECRETAIRE GENERAL

REFERENCE:

7 March 2013

Dear Ms. Dutt,

On behalf of the Secretary-General, I would like to thank you for your letter dated 16 January 2013, inviting him to *Ring the Bell Global*, to be held in New York on 8 March 2013.

The Secretary-General appreciates your kind invitation. Unfortunately, I regret to inform you that he will be unable to attend the event, in view of prior commitments and pressing demands already on his schedule on the said date. Nevertheless, allow me to take this opportunity to convey his best wishes for a successful event.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Susana Malcorra'.

Susana Malcorra
Chef de Cabinet

Ms. Mallika Dutt
Founder, President, and
Chief Executive Officer
Breakthrough
New York

RECEIVED

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breakthrough



January 16, 2013

Re: Event during the 2013 Commission on the Status of Women

Your Excellency:

On behalf of women and girls around the world, thank you for your leadership in raising the world's attention to the pandemic of violence against women. Your commitment has inspired government, private sector and civil society to follow suit and we applaud your efforts.

On March 8th, Breakthrough will continue the **Ring the Bell Global** with a new goal of "One Million Men: One Million Promises". I write to you today to humbly request your leadership in this launch by ring the the UN Peace Bell alongside male icons who have also made the promise to end violence against women. Your ringing the bell would herald the promise of the UN to remain at the vanguard of ending violence against women.

This poignant moment would be followed by a brief press statement setting the stage for a social media storm which ensue from 10:30 am to 12 pm in New York City, with parallel events in Delhi, Rio, Johannesburg and other cities around the world. Your promise will inspire men everywhere.

For March 8th, we are already well on our way to convene thousands of leaders and luminaries, bloggers and activists around the world who will, with their laptops and mobile phones, fill the airwaves with tweets, blogs and texts about how men can Ring the Bell and make concrete actionable promises to end violence against women. All avenues of social and cultural media will be employed and your participation will be seen far and wide.

As you may recall, *Ring the Bell* began in 2010 with the support of the UN Trust Fund to End Violence Against Women, and your own extremely well-received public service announcement. Since then, Ring the Bell has shone as a true South-South collaboration and has been adopted and adapted around the world. We have won 23 awards including the Silver Lion at the 2010 Advertising Festival held at Cannes.

We would deeply appreciate the support of your Executive Office.

Yours sincerely,

Mallika Dutt

RING THE LIBELL



One million men. One million promises.

A global pandemic of violence

At least one in three women and girls is beaten or sexually abused in her lifetime

- More than 600 million women live in countries where domestic violence is not a crime
- Women 15 to 44 are more at risk of rape or domestic violence than cancer, car accidents, war and malaria combined
- 4848 women per hour were raped in Congo during war
- Domestic violence alone costs the US over \$9 billion, UK \$43 billion annually



Sonke Gender
Justice Network
WOMEN'S Gender Equality, Human Rights

A CALL TO MEN GlobalGrind.com

A pandemic we must change together

**A global partnership is being launched March 8 to inspire men-led action around the world
to end violence against women**



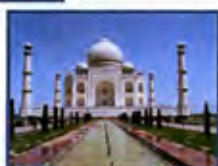
Our goal: more
than **1 million men**
to make more than
1 million promises
to end the violence



Sonke Gender
Justice Network
HIV/AIDS, Gender Equality, Human Rights

A CALL TO MEN GlobalGrind.com

Around the world on March 8th...



Men will stand together to *Ring the Bell* on violence against women and girls

- Breakthrough, with partners Sonke Gender Justice and Promundo, will expand the global success of *Ring the Bell* with launches at the United Nations in New York, and in Delhi, Rio and Johannesburg
 - Men, public and private sector institutions, civil society leaders and universities will announce promises to bring *Ring the Bell* to their companies, constituencies and communities
- Venues will host a lineup of keynote speakers and performances to create a vibrant, internationally-connected backdrop against which commitments will be collected and publicly celebrated



Sonke Gender
Justice Network
WU/IGDL Gender Equality, Human Rights

A CALL TO MEN GlobalGrind.com

At the United Nations



Leading men will announce their promises to Ring the Bell



- UN Secretary General and Breakthrough champion Ban Ki-Moon will ring the UN Peace Bell
- *Ring the Bell* will support the UN Women COMMIT Campaign by bringing civil society aboard through social media and partnerships
- A UN press conference with international celebrities and men of influence will issue a global call to men to make the world safe for women



Sonke Gender
Justice Network
HR/AIDS, Gender Equality, Human Rights

A CALL TO MEN GlobalGrind.com

A social media storm will be unleashed



Thousands of leaders and luminaries, bloggers and activists around the world will gather to fill the airwaves

- With laptops and mobile phones participants everywhere will tweet, blog and text about the ACTION men can and will take to end violence against women
- All avenues of social and cultural media will be employed to create a surround sound of inspiration

#RingTheBell #StayWired



A CALL TO MEN GlobalGrind.com

One million acts can add up to change



- **Speak up** against violence in your home, community and workplace
- **Teach** kids who look up to you that strong men respect women
- **Inspire** your father, son, brother, friend, hero, company, political leadership
- **Stand as a role model** to other men through your behavior and words
- **Advocate** political policy changes
- **Donate** funds, expertise, time, name, voice and assets
- **Use** your social networks to make your promise count



Sonke Gender
Justice Network
HIV/AIDS Gender Equality Human Rights

A **CALL TO MEN** GlobalGrind.com

To build a safer world...

- Can you inspire one person?
- Can you change one situation?
- Can you engage one business?
- Can you give one hour of your time?
- Can you take one step?

The first step is yours



Sonke Gender
Justice Network
promundo Gender Equality, Human Rights

A CALL TO MEN GlobalGrind.com



Make your promise count

**Write it, text it, tweet it, film it, Instagram it,
dance it, yell it, sign it, sing it, ring it, and
send it to:**

ipromise@breakthrough.tv

Together we will end the violence



Sonke Gender
Justice Network
HIV/AIDS, Gender Equality, Human Rights

A CALL TO MEN GlobalGrind.com



breakthrough
www.breakthrough.tv