

EXTERNAL -- For response

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**Amnesty International's position regarding
Benetton's worldwide campaign
about the death penalty**

Amnesty International welcomes Benetton's initiative, which could lead to a serious discussion about the abolition of the death penalty.

Under the Universal Declaration of Human Rights, Benetton is an "organ of society" . Under the Declaration, it is the responsibility of all individuals and all organs of society to protect, promote and uphold human rights. This responsibility applies wherever they operate.

Amnesty International calls upon all concerned individuals and corporations to speak up and take a stand on the death penalty and work towards its abolition worldwide.

ENDS.../