

## **Media Advisory**

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### **UK: Amnesty International wins Award for innovative campaigning**

*On Friday 9th March Amnesty International was awarded " the Revolution 2001 Award" for best use of email and the internet for its [www.stoptorture.org](http://www.stoptorture.org) website.*

*The site, a major platform for the organization's Campaign Against Torture, alerts subscribers every time someone known to Amnesty is put at risk of torture. The subscriber, alerted by e-mail and mobile text message, is provided with information about who to e-mail to campaign for the protection of the person at risk.*

*In the five months since the site's launch, over 19,500 subscribers from 188 countries have used this innovative form of campaigning. A natural extension to the letter writing upon which Amnesty International was founded, the site has issued 'urgent actions' on eight individuals at risk of torture. Within twelve hours of each 'action' being posted, an average of 2,500 alerts were sent to the Government Authorities responsible for the person's detention and three of the eight people have been released.*

*The 'urgent actions' to date have been in support of people detained in Turkey, Lebanon, Indonesia, Mexico, Iran, China, Democratic Republic of Congo and Ecuador. Of these, the detainees in Turkey, Mexico, and Ecuador are no longer at risk.*

*Amnesty International Campaign Coordinator Mark Neuman said, "Web users and anyone with a mobile phone can make a real difference to people's lives. Its quick and simple and it works. We hope thousands more people will sign up and help us stamp out torture through the site."*

The site was developed for Amnesty International for free by Moonfish and Magic4.

The use of torture is widespread and persistent in over 150 countries around the world.

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