

15 June 2006

MAKE SOME NOISE

1) Make an Impact Page Text

In the time it takes you to watch this video, three people will have been killed by arms. That's right, every minute the global arms trade takes another life. It's out of control.

So take a minute. Right here. Right now. Join AfroReggae and the Control Arms campaign by [adding your face](#) to the petition for a global Arms Trade Treaty.

There are approximately 639 million small arms in the world today.

Eight million new weapons are produced every year.

The annual number of bullets produced is more than double the world's population

Read more

Join campaigners across the globe and help us to reach our target of 1 million faces before the petition is delivered on June 26.

2) E-magazine Text

AfroReggae: From the favelas to a global arms trade treaty

In the time it takes you to read this email, someone will have been killed by arms. That's right, every minute the global arms trade takes another life. It's out of control.

And while rich countries discuss grand schemes to reduce poverty, their governments and companies still condone and participate in arms sales to Africa, Asia, the Middle East and Latin America amounting to 22 billion US dollars on average.

In the favelas of Brazil, drugs and gun violence are part of the everyday reality. This is where AfroReggae have chosen to make a difference – using music, drumming and Brazilian dance to offer young people a way out of poverty and violence.

Featuring footage from *Favela Rising* and AfroReggae's exclusive cover of Imagine, Make Some Noise has launched a new video about the inspirational musical journey of AfroReggae from the favelas to the world stage.

There are only 10 days to go until June 26 – the day we deliver the Million Faces petition to Kofi Annan and world leaders in New York. Join campaigners across the globe and help us to reach our target of 1 million.

1) Featured Track: Imagine

With a funky, soulful take on Lennon's classic anthem, AfroReggae are using hip-hop, Brazilian drumming and dance to make a difference in the world.

2) Make Some Noise by the numbers

To give you an idea of the Make Some Noise community, we now have ____ subscribers, of which ____ have taken action with Ciudad Juarez and ____ have emailed the Sudanese authorities for justice in Darfur. Globally, the best-selling tracks are Love (The Cure), Grow Old With Me (The Postal Service) and Jaguares (Gimme Some Truth). To buy these or other exclusive tracks in support of human rights, just click here.

3) Battle of the Noise in Australia

Make Some Noise was front and centre on May 19th at the Battle of the Bands competition organized by the Tasmania Schools' student group of Amnesty International Australia. More than 1500 eager students piled into the Hobart City Hall to hear the talents of 12 top bands. With everything from indie-rock to punk, ironically the more mellow style of Hobart City's *Sound between Silence* took home the top prize at the Make Some Noise themed event.

3) Make Some Noise Overview

Music speaks the language of freedom, revolution and solidarity. Without that freedom – without music that is angry, joyful and necessary – we are nothing.
- Yoko Ono

– Music with a message –

High profile international artists. Classic Lennon tracks. This is *Make Some Noise* – a mix of music, celebration and action to protect individuals wherever freedom, justice and equality are denied.

Thanks to an extraordinary gift from Yoko Ono - the recording rights to "Imagine" and John Lennon's entire solo songbook – Amnesty International is harnessing the power of music to inspire a new generation to stand up for human rights at www.amnesty.org/noise.

– Current contemporary artists –

New versions of Lennon's iconic songs have been recorded by bands like the Black Eyed Peas, The Cure, Snow Patrol, The Postal Service, Maroon 5 and Avril Lavigne. Tracks will be available in immediate, accessible, popular formats – as digital downloads, ringtones and a compilation album.

All of the money raised through the sale of *Make Some Noise* music, mobile content and merchandise will be channelled directly back into AI's global research and campaigning work.

– Noise for a new generation –

The goal of *Make Some Noise* is to engage more than 1 million new supporters for AI's human rights work. While the campaign is global, the target markets are Australia, Canada, Finland, France, Germany, Hong Kong, Ireland, Italy, Japan, the Netherlands, Norway, South Africa, South Korea, Spain, the UK and the US.

– Ongoing engagement with AI's global campaigns –

Downloading music is the first step in a 12 month engagement sequence, during which Amnesty International will seek to introduce participants, over time and in innovative ways, to pressing human rights issues. AI's major global campaigns – Control Arms, Stop Violence Against Women, Stop Torture and Refugees – will be featured with simple, fun, high-impact online actions.

– About Amnesty International –

There has never been a more important time to support Amnesty International and human rights. In the current climate, it is critical that a voice - independent from government, corporate or national interests - can speak out and protect individuals wherever freedom, justice and equality are denied.

That voice is Amnesty International. With over 1.8 million supporters in 150 countries, AI publishes human rights reports on 149 countries, has campaigned successfully for the International Criminal Court and UN anti-torture treaty, and has been awarded the Nobel Peace Prize for its work.

Prisoners of conscience have been released. Death sentences have been commuted. Torturers have been brought to justice. Governments have been persuaded to change their laws and practices.

Contact information email: makesomenoise@amnesty.org website:
<http://www.amnesty.org/noise>