

AI INDEX: ACT 30/25/97

**FAX COVER SHEET**

**TO:**

**FROM:** Mark Ogle, Media Officer, Amnesty International, International Secretariat

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**PRESS CONFERENCE INVITATION**

**11am TUESDAY 9 DECEMBER 1997**

**HOLIDAY INN, SUNNYSIDE PARK  
2 YORK ROAD, PARKTOWN  
JOHANNESBURG**

On 10 December 1997, Amnesty International is launching a global campaign to promote and celebrate the 50<sup>th</sup> anniversary of the United Nations Universal Declaration of Human Rights. (Please see the attached media advisory on the campaign).

The worldwide media launch of the campaign takes place in Johannesburg with a press conference detailed above. **The information released at the press conference is embargoed for the official launch date of 0001 hrs GMT on 10 December.** Speakers at the Press Conference include Pierre Sané, Secretary General of Amnesty International and Noel van Breda, Chair of Amnesty International South Africa.

**Both speakers are available for interview in English, French and Afrikaans. For more information on the events, to receive a media pack or to arrange an interview, please call:**

**Mark Ogle, AI Press Officer: Cellphone: (27) 082 858 9356**

**AI South Africa: (27) (021) 242 343; Noel van Breda: (27) 082 453 8799**

**4 DECEMBER 1997  
MEDIA ADVISORY**

**AMNESTY INTERNATIONAL LAUNCHES GLOBAL CAMPAIGN ON THE 50<sup>TH</sup>  
ANNIVERSARY OF THE UN UNIVERSAL DECLARATION OF HUMAN RIGHTS**

On 10 December 1997, world leaders including Presidents Scalfaro (Italy), Weizman (Israel), Klestil (Austria), Sampaio (Portugal), Prime Minister Sher Bahadur Deuba of Nepal, Prime Minister Bondevik of Norway, Hans Van Mierlo, Foreign Minister of the Netherlands, 1997 Nobel Peace Prize Winner Jody Williams will be participating in the launch of one of the most ambitious campaigns ever mounted by Amnesty International.

The organization's 1.2 million members will begin a year-long global campaign to celebrate the 50th anniversary of the United Nations Universal Declaration of Human Rights (UDHR), which was adopted in Paris on 10th December 1948. The UDHR, adopted in response to the atrocities committed during the second world war has formed the bedrock of human rights protection for the last 50 years.

**The campaign is officially launched in South Africa, with an international media conference at the Holiday Inn Sunnyside Park, 2 York Road, Parktown, Johannesburg at 11am on 9 December (embargoed for 10 December) and a series of public events in Capetown and across the country. Amnesty International sections throughout the world will also be launching the campaign with commemorative events.**

On or around the same day, government leaders, members of royal families, Nobel laureates, prominent politicians, celebrities and ordinary people will be signing the same pledges at public activities around the world. Amnesty International will be just one of many non-governmental organizations, who, together with the United Nations will be marking the UDHR's 50th anniversary.

**Pierre Sané, the Secretary General of Amnesty International will be in South Africa to launch the campaign. He is available for interviews on the campaign, and in particular to discuss 50 years of human rights in Africa and Amnesty's view on the future for human rights across the continent.**

At the same time as the launch of the campaign, Amnesty International will hold its 23rd biennial International Council Meeting in Capetown, the first time it has been held in Africa. This meeting brings together 500 human rights activists from around 80 countries. Many of them have been prisoners of conscience or been harassed and ill-treated by their governments.

**EVENTS DIARY:**

**Business Breakfast: 7.30am, Monte Carlo Conference Centre, Capetown**

**UDHR Campaign public launch: 10 December, 1pm, Company Gardens Amphitheatre**

**Human Rights Day Vigil: 10 December, 6pm, St Georges Cathedral**

**Death Penalty debate: 11 December, 5.30pm, South Africa Cultural History Museum**

The debate, of particular relevance to the Western Cape as well as South Africa more generally will bring together speakers to talk about their personal experience and views on the death penalty. The hearings are open to journalists and speakers available for interviews.

**International Council Meeting opening ceremony, 12 December 5.30pm, University of the Western Cape Great Hall**

Amnesty International's 23<sup>rd</sup> world conference brings together more than 500 people from all over the world to set the movement's strategy for the next 2 years and debate campaigning and research strategies. Delegates to the conference will be available for interview in a multitude of languages from Arabic to Swahili.

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