



Fire Up

A global demonstration in support of human rights and Amnesty International

10 December 2008

Event Toolkit





10 December is Human Rights Day.

In 2008, it also marks the 60th anniversary of the Universal Declaration of Human Rights.

This declaration sets down the basic principles at the very heart of the human rights movement. It has enabled remarkable progress in human rights, inspiring international human rights standards, laws and institutions that have improved the lives of many around the world. And it inspired the founding of Amnesty International, which now has over two million supporters worldwide.

Amnesty International's vision is for every person to enjoy all of the human rights enshrined in the Universal Declaration of Human Rights, laid out 60 years ago, and in the other international human rights standards and instruments that have evolved since.

Every human has rights. That is the essence of our humanity. It places on each of us the duty to stand up, not just for our own rights but also for those of others - and to help turn the vision of the UDHR into a reality. That is the spirit of international solidarity. That is the true meaning of universal, indivisible human rights.

60 | UNIVERSAL DECLARATION
YEARS | OF HUMAN RIGHTS
YOURS TO ENJOY - YOURS TO PROTECT

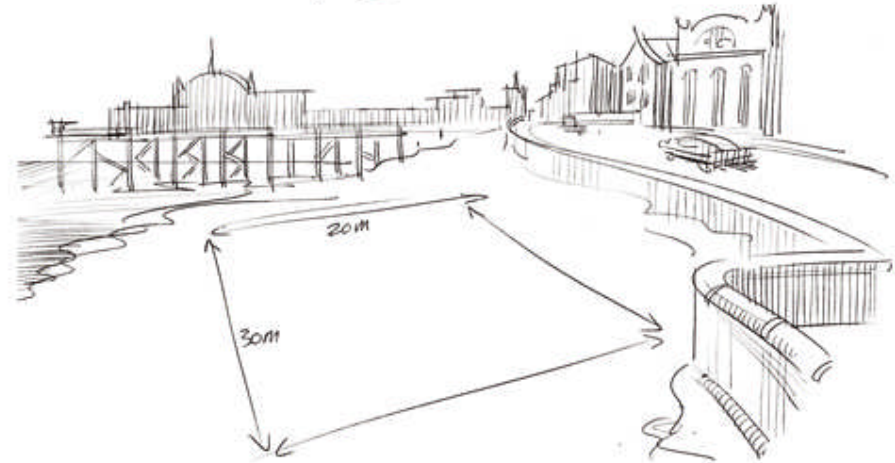
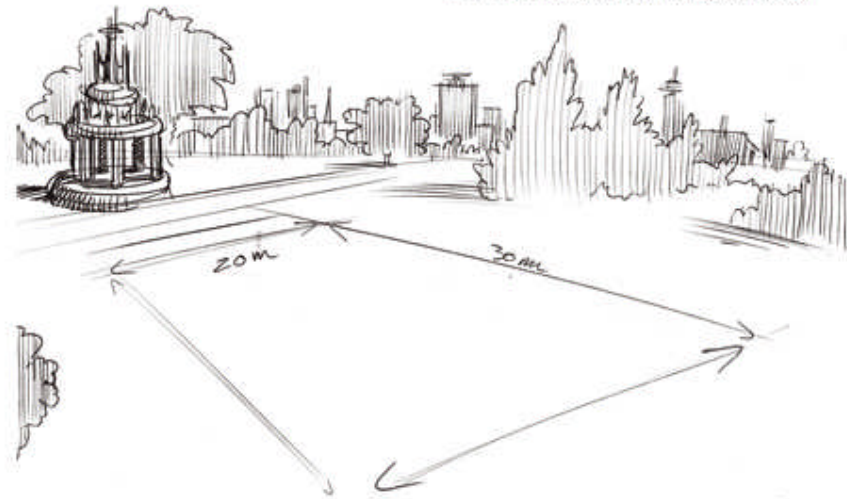
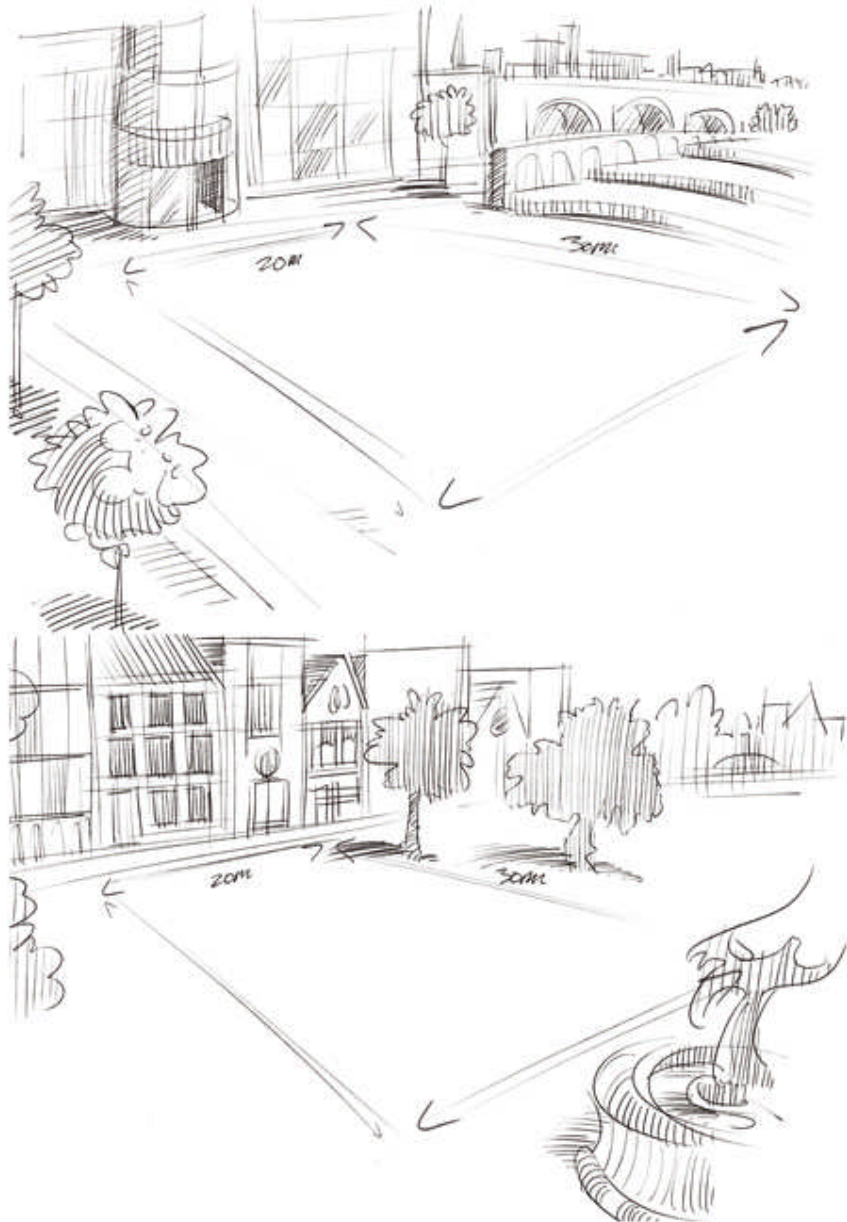


Global call to action:

On this significant anniversary, join a global demonstration in support of human rights and Amnesty International.

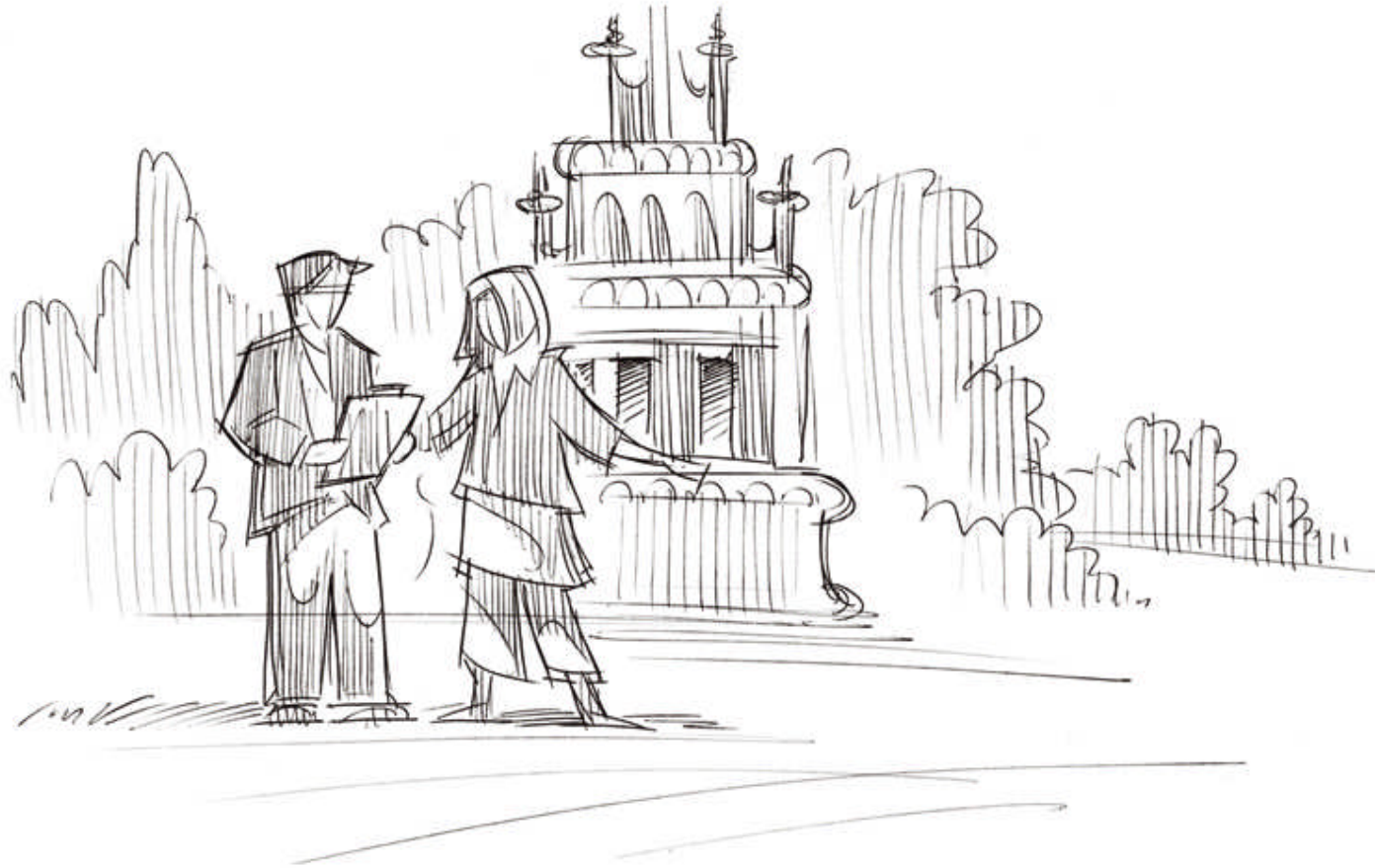
We're asking people to gather together in hundreds of places all over the globe, to make the shape of the Amnesty candle and light sparklers as part of a mass demonstration. On Human Rights Day, stand up for human rights and show your solidarity with people all over the world who are committed to making human rights a reality for all.

AMNESTY
INTERNATIONAL



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Select location for the event.



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Secure permission to use the location from 2.00pm until 8.00pm on the day of the event.
Photos taken at dusk will look the best so plan your event around the photograph being taken at that time.



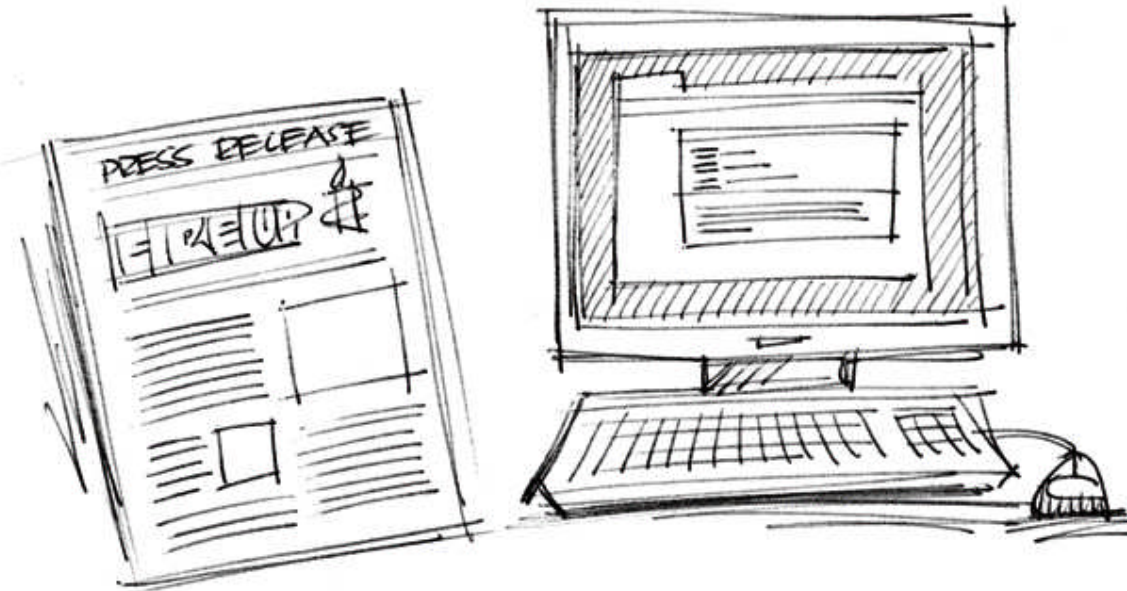
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Publicise online.
Publicise on email.



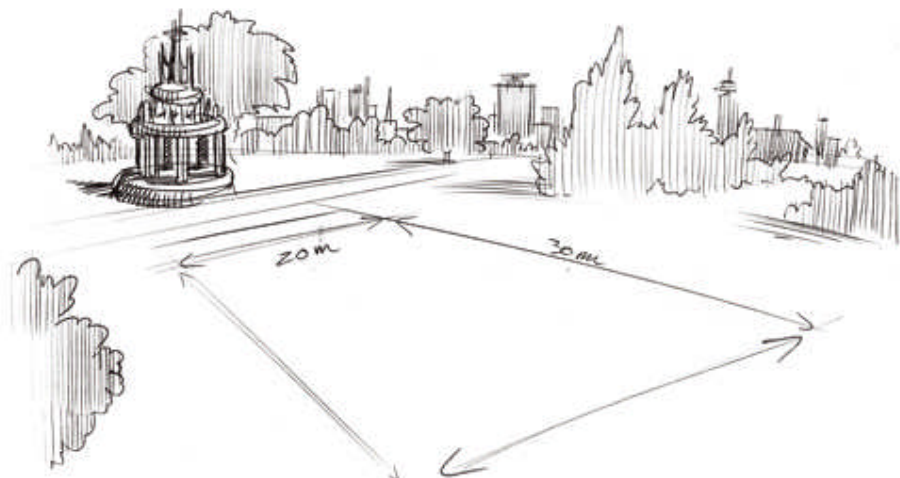
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Publicise through posters, leaflets, phonecalls and friends.

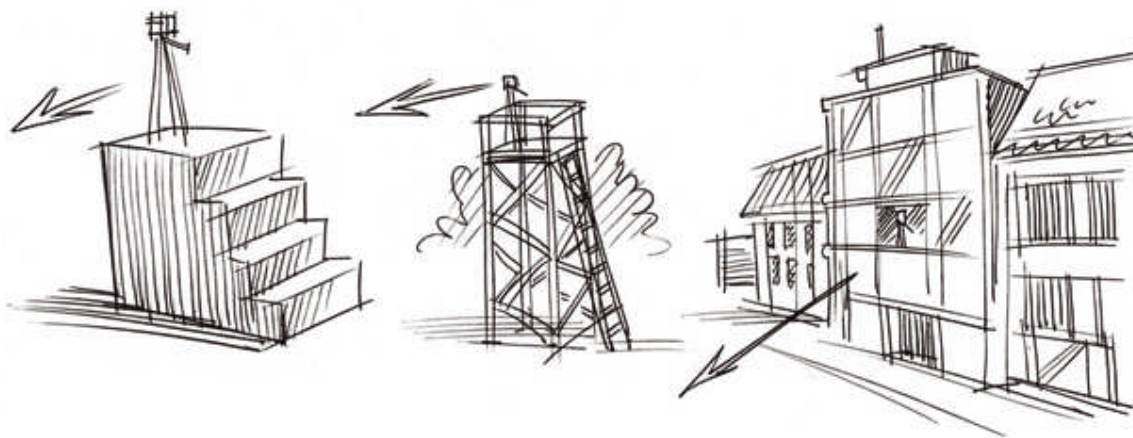
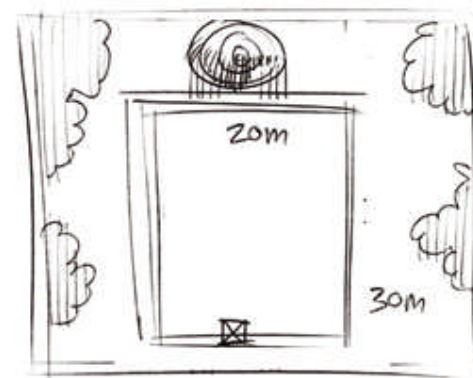


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Adapt and send out generic press release
(to be supplied by IS on December 1st)



60 YEARS | **UNIVERSAL DECLARATION OF HUMAN RIGHTS**
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You will need -
 Location, Participants,
 Raised camera position on either podium, building, scaffolding,
 steps.

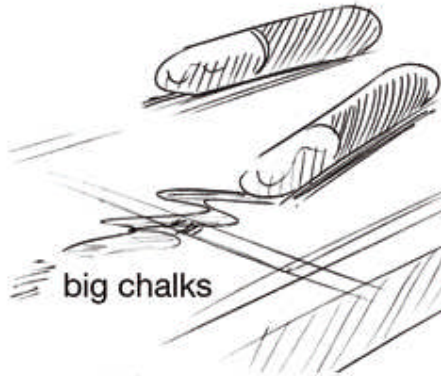


tape - (if on soft ground)

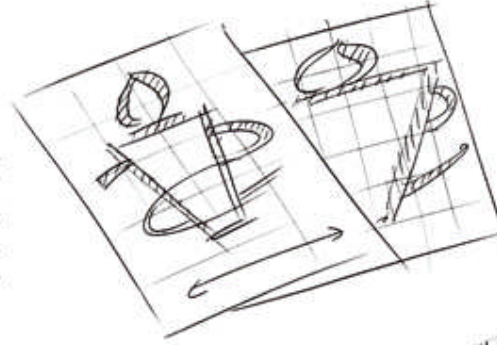


tape

chalk - (if on hard surface)

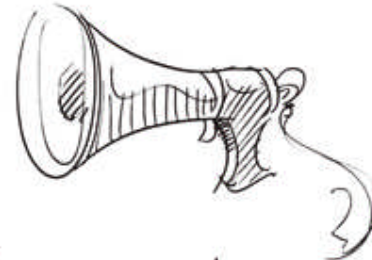
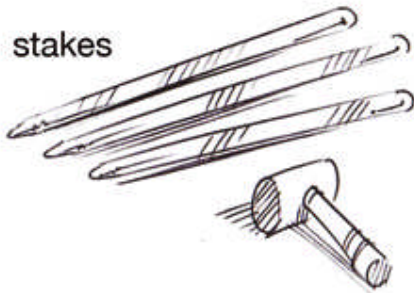


big chinks

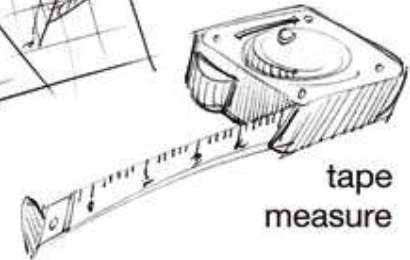


templates
(supplied for groups
of 50, 150 and 500
but can be adapted)

stakes



megaphone



tape
measure

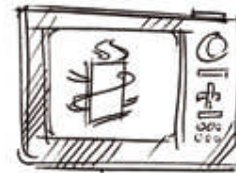


walkie talkies

18" sparklers
(two minutes burn time)
3 per person (1 for test,
1 for real image, 1 for
back up!)



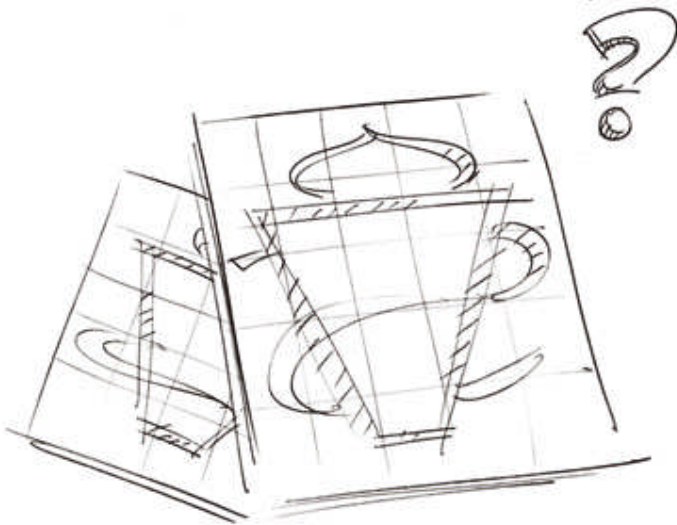
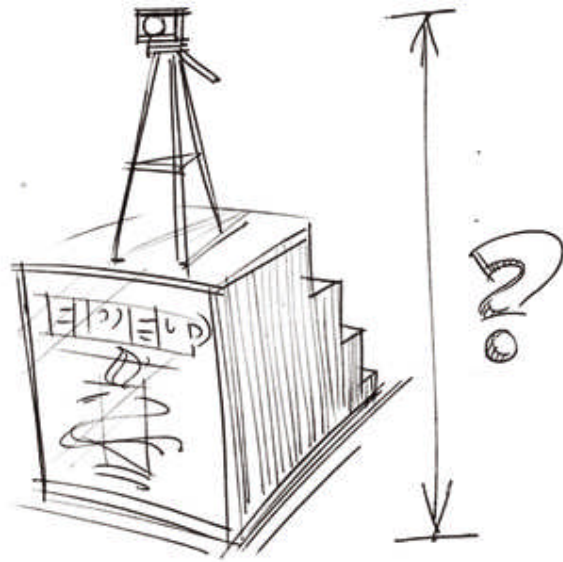
matches



camera

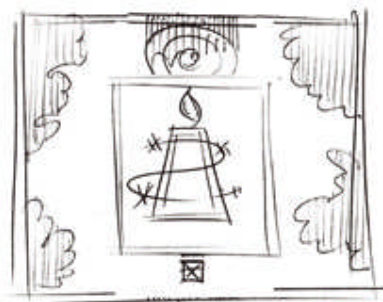
What to pack:

tape, big chinks, templates, tape measure, 18" sparklers, megaphone, walkie talkies, stakes, camera & matches.

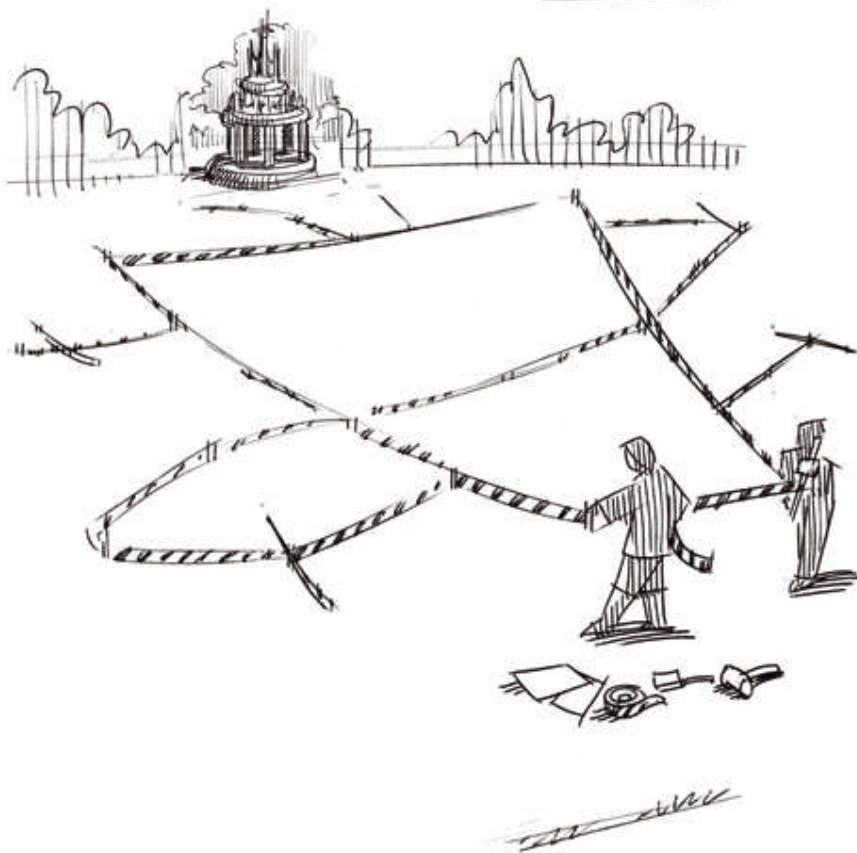


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- Step 1 - confirm the height of the camera
- Step 2 - confirm number of attendees
- Step 3 - select the most appropriate template for your height, site and number of participants



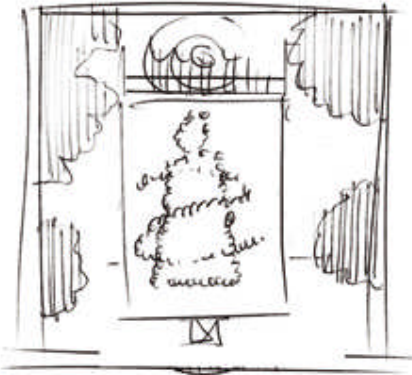
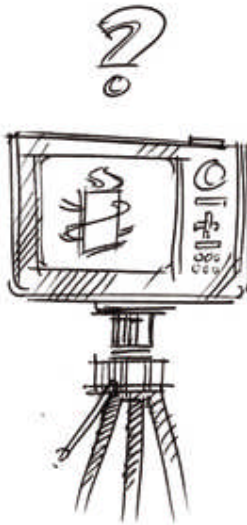
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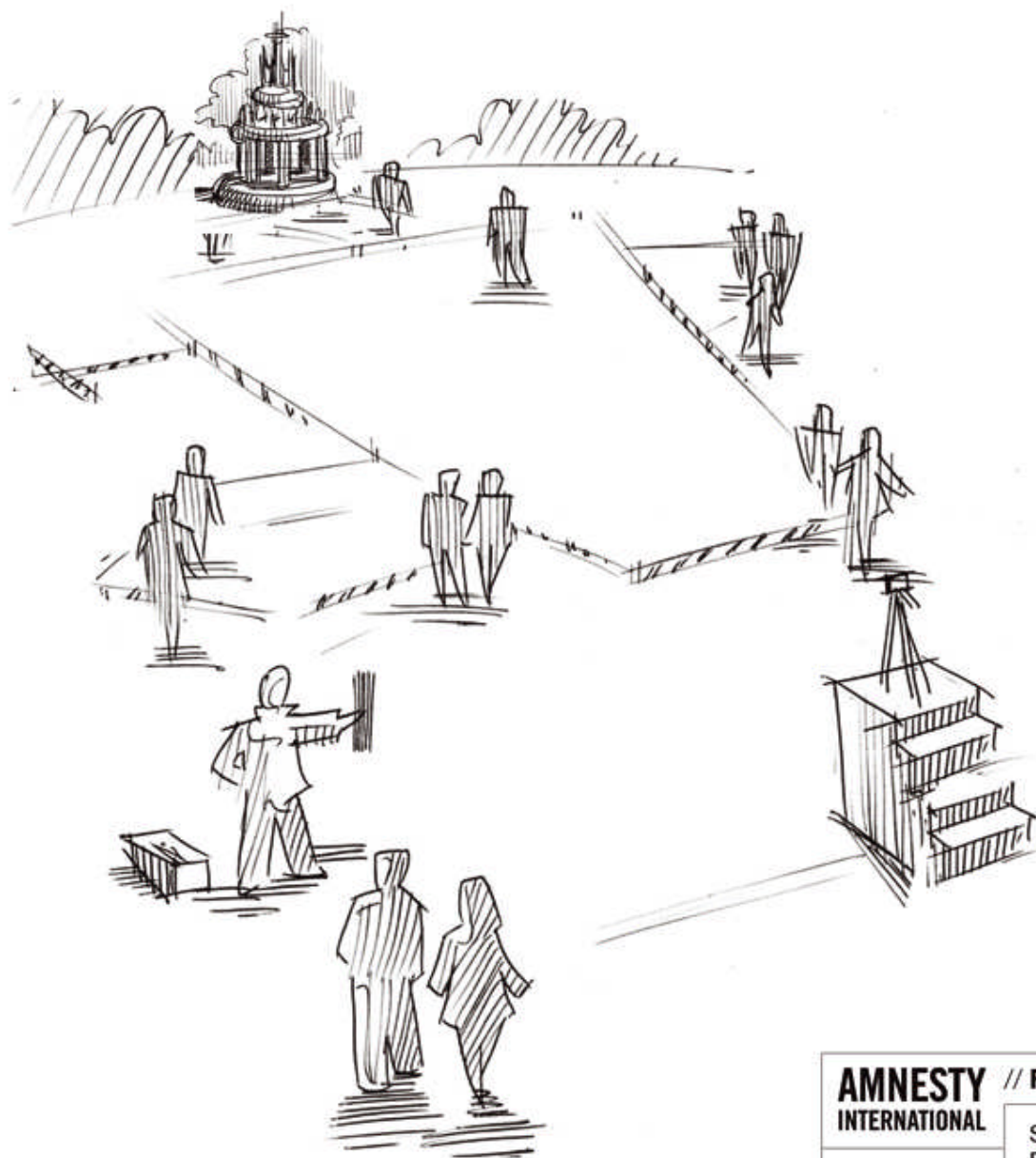


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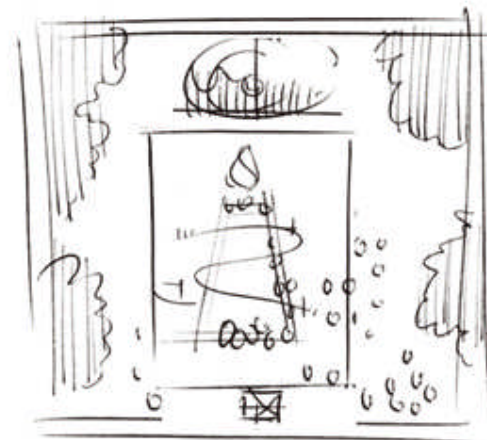
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Step 4 - Follow the instructions on the template to mark out the image on your location.
On grass or soft surface use stakes and tape.
On asphalt, concrete or hard surface use chalk.



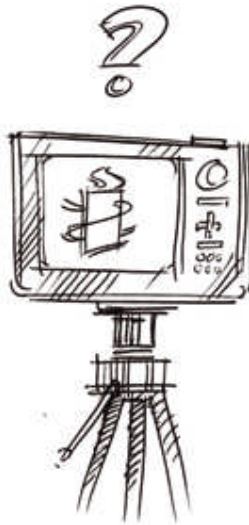


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Step 6
Distribute sparklers and position participants on the template.





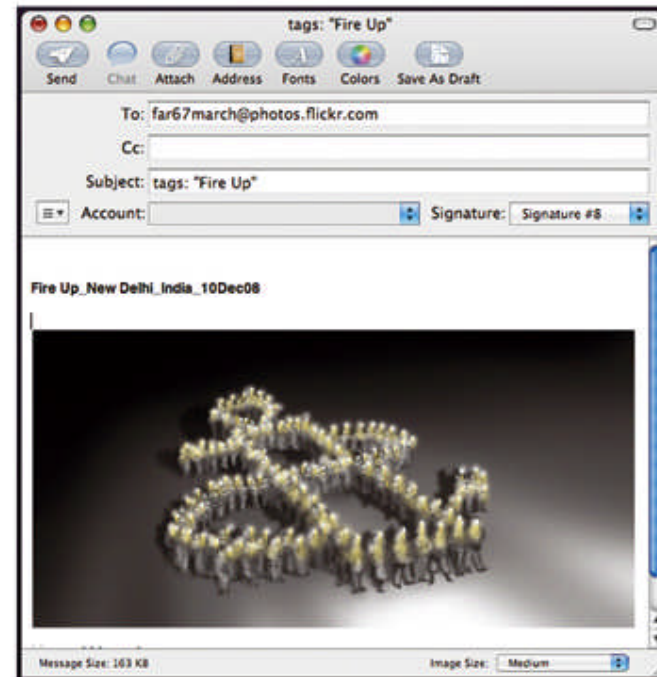
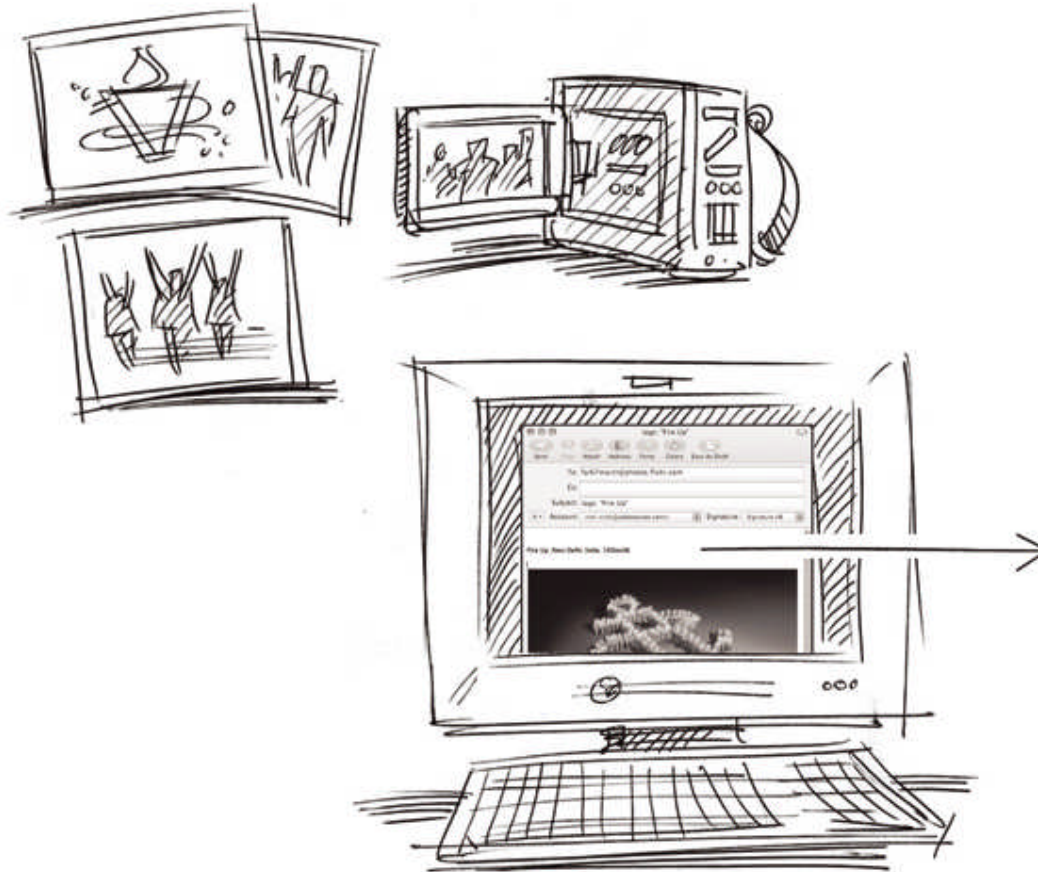
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Step 8 - Start Video Camera (if you have one) and get ready to take your photos. Countdown to FIRE-UP and IGNITE sparklers. RECORD THE MOMENT !! Repeat again with new sparklers if necessary.



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Choose your best pictures (maximum of 10). Email your images to:
far67march@photos.flickr.com (1 image per email. Please do not resize them).
Please put the subject line of the email as: **tags: "Fire Up"** Please write in the email
a caption for the image in the following format: **Fire Up_[Town/City]_[Country]_[Date]**





For any queries please email John on **fire-up@fluxevents.com**