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Millions to Celebrate "Peace Day" 30th Anniversary during 5 Day Global Broadcast

Millions of people around the world, thousands of organizations, and numerous celebrities and musicians will join together in celebration of the 30th Anniversary of the United Nations International Day of Peace. The vehicle for this unprecedented event is the "Peace Day" Global Broadcast which can be viewed at www.peaceday.tv. The celebration will stream live from the website of the United Nations and the websites of thousands of organizations around the world. Official United Nations Messengers of Peace will present their personal Peace Day messages during the program.

Founded in 2009 by Unity Foundation (www.unityfoundation.org), the first "Peace Day" Global Broadcast was produced by Unity Foundation, PeacePortal, GlobalLink TotalVision Network and Pathways To Peace. Since that time, the "Peace Day" Broadcast has grown exponentially as the world's only 24/7 Global Broadcast promoting Peace, Sustainability, Human Rights, Social and Economic Justice.

This year's event will span 5 days - from September 17th to September 21st (the 30th Anniversary of the United Nations International Day of Peace). There will be broadcast hosts in the United States, Canada and Spain and live streaming of peace events from around the world. "Peace is the Goal" is the theme of this year's broadcast, with sports figures appearing as spokespersons for the program.

Leading up to the International Day of Peace will be We The World's 11 Days of Global Unity. This campaign begins on September 11th, the 10th Anniversary of 9/11, and continues for 11 days with specific daily themes. (See www.WE.net/11days for more.)

The 2011 Broadcast will be distributed through innovative cloud technology created by XedenX (www.xedenx.com). The company's "Peace Cloud" technology will manage the out put of media produced for the "Peace Day" Global Broadcast.

The "Peace Day" 2011 Global Broadcast has an embed code that allows your organization to embed the Peace Day Broadcast Player directly onto your website or FaceBook page. Your organization then becomes a Peace Day Broadcaster as well. Your webmaster can use the following link for that purpose.

Also, regarding the Peace Day Broadcast Player, it can be embedded with the sound turned off, and there are various options for versions of the player; the code for that can be found here: <http://www.livestream.com/peacedaytv/share>

The United Nations International Day of Peace was initiated in 1981, as a means to announce and celebrate ceasefires in conflict areas around the world. Avon Mattison, President of Pathways To Peace and Dr. Robert Muller, former Assistant Secretary-General of the United Nations, were the central leaders in the creation of this important occasion, which began as a moveable date coinciding with the opening session of the UN General Assembly in September of each year. In 2001, through the efforts of Jeremy Gilley and Peace One Day, the General Assembly voted to give the International Day of Peace a fixed annual date of September 21st.

To inaugurate the day, the Secretary-General of the United Nations rings the "Peace Bell" at UN Headquarters in New York City. He is joined by the official United Nations Messengers of Peace. The "Peace Bell" was cast from coins donated by children from all the continents of the world. It was a gift from the United Nations Association of Japan, as "a reminder of the human cost of war."

The Secretariat for the UN International Day of Peace is Pathways To Peace. The organization has two websites where organizations and individuals post the special events and programs they have created to celebrate this important occasion — www.internationaldayofpeace.org and www.cultureofpeace.org.

The "Peace Day" 2011 Global Broadcast is produced by Unity Foundation and All Things Peace.

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