

PRESS RELEASE

Bell Bajao wins a Gold Abby for Best Integrated Campaign at Goafest 2009!

The 'Doodh' film also bags the only Silver Abby for Film Singles awarded in the category of Public Service, Appeals and Charity

April 8, 2009: Breakthrough's multi-media campaign, [Bell Bajao \(Ring the Bell\)](#) rung loud and clear on the Goa sands as it bagged a Gold Abby in the Public Service, Appeals and Charity category for Best Integrated Campaign of the Year and a Silver Abby for Film Singles for the "Doodh" ([Got Milk?](#)) ad at Goafest 2009. Ogilvy & Mather, who created the multi-media campaign pro bono, reinforced its leadership position by winning 50 creative awards across diverse categories at the Goafest 2009.

Bell Bajao!, the awareness and intervention ad campaign, urges men and young boys to ring the bell on domestic violence and intervene in situations of abuse. It was launched in August 2008 by campaign Brand Ambassador Boman Irani. The multimedia campaign has become a national phenomena with the support of the Ministry of Women and Child Development and UNIFEM. It is estimated to have reached over 50 million people and was disseminated across TV channels like Doordarshan, Star TV, Sony, ETV, 9X Network, Zee TV, news channels like CNN-IBN, Aaj Tak, NDTV 24X7, Zee News amongst others (which ones) regional channels like Zee Bangla, ETV (which ones), print media and radio channels like Radio City, Radio Mirchi.

Bell Bajao is the second Breakthrough campaign from the O&M stables. Breakthrough's first collaboration on stigma and discrimination faced by Women Living with HIV/AIDS produced a multimedia campaign titled "*Is This Justice?*" which also won a Bronze, at the 41st Abby Awards at the Goafest 2008.

GOAFEST is India's most prestigious national advertising awards festival, organised by the Advertising Agencies Association of India (AAAI) in association with The Advertising Club Bombay. Over 4,500 ads from all over the country are showcased and judged at the festival.

About Breakthrough

Breakthrough is an innovative, high-impact international human rights organisation using the power of popular culture, media, and education to transform public attitudes and promote values of equality, justice, and dignity around the world. We are a nonprofit organisation and are currently focused in India

and the US on issues like violence against women, HIV/AIDS, immigration policy, youth and community leadership and human rights education.

Breakthrough's stable of work in popular mass media include music albums (*Mann Ke Manjeere*, *Bagon Na Jaa*) and music videos (*Mann Ke Manjeeré*, *Maati and Babul* in collaboration with Shubha Mudgal, Prasoon Joshi, Shantanu Moitra, Mandira Bedi, Mita Vashishth, Samir Soni, Anupam Kher, Rahul Bose etc.), ad campaigns (*What Kind Of A Man Are You?* was done by Prasoon Joshi and was released in 2004. *Is This Justice?* was created by O&M in 2006-07 and won Bronze at Abby Awards in Public Service category (2008) and RAPA Award for Best Public Service Film (2007)), Video games (*I Can End Deportation* (www.icedgame.com allowed 100,000 people to experience the devastating impact of unfair detention and deportation laws.) and the Tri-Continental Film Festival (the annual film festival has showcased internationally acclaimed, award winning documentary films from the global south on human rights to over 165,000 people over the last four years). Visit www.breakthrough.tv for more information.

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