



Right To Play joins Global Dignity to make impact on Global Dignity Day

TORONTO, CANADA (October 11, 2011) – Right To Play and the Global Dignity are proud to announce their renewed partnership to help empower world youth on Global Dignity Day, October 20, 2011.

As the first official implementing partner of the Project, Right To Play will play an active role in implementing and promoting Global Dignity Day activities through its programs in Africa, Asia, the Middle East and South America.

“I am very excited about Right To Play’s partnership with Global Dignity,” says Johann Olav Koss, President and CEO of Right To Play. “The mission of the Global Dignity Day aligns closely with Right To Play’s beliefs and values, and I am very proud of our collaboration with them. Global Dignity Day will be a wonderful opportunity for Right To Play to engage children and youth in inspiring dignity-related dialogue and activities around the world.”

Right To Play first participated in Global Dignity Day in 2010. Hugely successful, the celebrations engaged more than 6,500 children, youth and community members across Right To Play programs worldwide.

This year, Right To Play will increase its participation significantly.

Global Dignity Day activities have been confirmed for programs in 13 countries where Right To Play operates. Working closely with local planners, Right To Play anticipates reaching upwards of 50,000 children, youth and community members with the Global Dignity message in 2011.

“Johann Koss and Right To Play have really embraced the Dignity Principles and we are excited to partner with Right To Play and bring Global Dignity Day to new places,” says Global Dignity co-Founder, Professor Pekka Himanen (Finland).

Founded in 2006 by Prof. Himanen, His Royal Highness Crown Prince Haakon (Norway) and Founder, Chairman and CEO of Operation Hope, John Hope Bryant (US), Global Dignity aims to empower people with dignity, to foster global dialogue on dignity and to engage young people in the meaning and importance of dignity. For more information, please watch this introduction to Global Dignity:

http://www.youtube.com/watch?v=3B_fc7fmhsl.

Global Dignity Honorary Board Members include: Archbishop Emeritus Desmond Tutu (South Africa), Martti Ahtisaari (Finland), Sir Richard Branson (UK), Prof. Amartya Sen (US), and Ambassador Andrew Young (US).

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About Right To Play

Right To Play is the leading international humanitarian and development organization using sport and play as tools to effect behaviour and social change. Our trained Coaches and community leaders implement our programs which are designed to develop basic life skills, prevent diseases, teach conflict resolution and instil hope in children affected by war, poverty and disease. Right To Play implements programs in 20 countries in Africa, Asia, the Middle East and South America. A pioneer in its field, Right To Play sets standards for quality sustainable programming, promotes best practices and advances research on the efficacy of sport-based development efforts. Founded in 2000 by Johann Olav Koss, four-time Olympic gold medallist and social entrepreneur, Right To Play fosters the hope and skills that are essential to envisioning and realizing a better future.

For more information, please visit: www.righttoplay.com.

About Global Dignity

Global Dignity is an independent, non-profit, non-political organization focused on empowering people with dignity. Established in 2006 by Young Global Leaders HRH Crown Prince Haakon of Norway, Operation HOPE Founder, Chairman and CEO John Hope Bryant and Professor Pekka Himanen, the initiative inspires respect, self-esteem and tolerance of diversity and promotes the idea that every human being has the universal right to lead a dignified life. Global Dignity has developed a course on dignity, including five dignity principles, which is taught in schools around the world on October 20th – Global Dignity Day. In 2011, over 100,000 students in more than 40 countries will participate in Global Dignity Day. To join the movement or learn more, please visit: www.globaldignity.org.