

# #KeepThePromise Campaign:

We are launching the #KeepThePromise campaign, in which people will share either their family's story of the Armenian Genocide or their personal story of fighting against injustice.

## INSTRUCTIONS FOR RECORDING A VIDEO:

### ARMENIAN

1. What is your family's story of the Armenian Genocide?
2. Share a photograph (if you choose)
3. End with saying: "I'm \_\_\_ and I vow to keep the promise about \_\_\_."

Example: "I'm Anne and my great grandparents fled Turkey in 1917 to escape the Armenian Genocide. My great grandmother fled with her 2 sisters and brother after her parents had been killed, but only she and her brother made it to America. I vow to keep the promise and make sure this kind of violence and horror never happens again."

### NON-ARMENIAN

1. What is an issue you care about?
2. Say something brief about that issue.
3. End with saying: "I'm \_\_\_ and I vow to keep the promise about \_\_\_\_."

Example: "Now more than ever we must use our voices to bring atrocities like genocide to light. Genocide still happens - it's happening right now in Iraq, Syria, and Sudan - and it has cost the lives of almost 30 million people over the last 100 years. I'm Joe and I vow to keep the promise until we stop these genocides and ensure they never happen again."

Example video (Angela Sarafyan): [www.youtube.com/watch?v=6WZ03wNG1a4](http://www.youtube.com/watch?v=6WZ03wNG1a4)

## AFTER YOU RECORD A VIDEO:

1. Upload to Twitter, Facebook, and Instagram
2. In your caption, use #KeepThePromise [and #NeverStaySilent if it fits]
3. Tag @thepromisefilm @thepromisetoact @esrailian