



## about Breakthrough

**We are** a global human rights organization and a recognized pioneer of innovative social change.

**We use** a potent mix of media, pop culture, community education, and leadership training to inspire people to take bold action for dignity, equality, and justice.

**We believe** that human rights are more than a matter of oppression in far-off lands. They are intrinsic to the way we treat each other in our communities, in our families, and in our homes.

**We empower** a new generation of leaders to stand for human rights by using multimedia tools — video games, music videos, and more — that transform hearts, minds, and actions.

**We work** currently to promote the human rights of women, calling on men in particular to help build a world in which women and families are safe in their homes and limitless in their ambitions.

**We operate** out of centers in the U.S. (New York) and India (New Delhi), with expansions underway to Bangladesh, Nepal, and more.

## our impact

- 130 million people in India alone learned how men can and must stand up against domestic violence through our award-winning multimedia Bell Bajao (Ring the Bell) campaign, adapted in China, Vietnam and Malaysia and now going global
- 6 million people learned about the rights and contributions of immigrant women in the U.S. through our #ImHere campaign, helping push immigration to the top of the national agenda during the 2012 election
- 75,000 young people trained to be lifelong ambassadors for human rights and 50,000 adolescent girls came to understand their sexual health and rights through our Rights Advocates program
- Millions worldwide have learned about immigrants' human rights through our groundbreaking video games including ICED and America 2049
- Innovative programs launched to address early marriage, sex-selective elimination, and more

**[www.breakthrough.tv](http://www.breakthrough.tv)**