



## One million men. One million promises.

**Now is the time to end violence against women.**

On March 8, with launch events worldwide, Breakthrough will take its award-winning [Bell Bajao](#) ("Ring the Bell" in Hindi) campaign global. *One million men. One million promises* calls on men worldwide to promise to take concrete action to end violence against women.

Men and women together have responded with outrage to recent dramatic acts of violence from Delhi to Cairo to Steubenville. We have seen that effective laws, courts, and cops are essential — but not enough. We need individual and community action to challenge the habits and norms that perpetuate violence.

Men, their allies, and their actions, can create that global tipping point, today.

Together with our partners in South Africa, Brazil, Malaysia, Nepal, and more, we will secure one million promises in one year, starting March 8, 2013 (International Women's Day). With men as leaders and partners, we can build a world in which women are safe — and in which all of us live freely, fully, and without fear.

Make your promise today: [www.breakthrough.tv/ringthebell/](http://www.breakthrough.tv/ringthebell/)

Together we can build a safer world.

**Breakthrough is** a unique global human rights organization that creates cutting-edge pop culture and innovative education to inspire new generations of leaders to act for change. We work out of centers in India and the U.S. — the world's largest democracies — to end violence against women and promote human rights.



*In the context of this campaign, "man" (and "men") should be understood to include anyone who identifies as such, including transgender men. Also, women and people of any gender identity are encouraged and welcome to join this cause and offer a Ring the Bell promise to help end violence.*