

A 21st CENTURY CHARITY FUNDRAISER: THE PIXEL PROJECT CELEBRITY MALE ROLE MODEL PIXEL REVEAL CAMPAIGN

On the centenary of International Women's Day, Global online nonprofit working to end violence against women launches campaign to raise US\$1 million for the cause by selling a world-exclusive million-pixel celebrity male role model portrait collage for US\$1 per pixel.

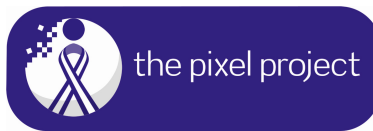
8 MARCH 2011: The Pixel Project, a global volunteer-led virtual nonprofit organisation working to end Violence Against Women (VAW), is proud to launch its first ever Celebrity Male Role Model Pixel Reveal campaign on the 100th anniversary of International Women's Day. This campaign is The Pixel's Project's flagship fundraiser to raise US\$1 million for VAW nonprofits while inspiring men and women worldwide to work together to prevent, stop and end VAW. This year's beneficiaries are Malaysia's Women's Aid Organisation and the U.S.A.'s National Coalition Against Domestic Violence.

The Celebrity Male Role Model Pixel Reveal campaign (<http://reveal.thepixelproject.net>) encourages a global audience to collectively unveil a million-pixel mystery collage of celebrity male role models by donating US\$1 per pixel. These world-exclusive male role models' portraits are taken by award-winning international photographer, Jillian Edelstein (<http://www.jillianedelstein.co.uk>). The Pixel Project expects to meet the US\$1 million fundraising goal within 12 months of the launch, with the pixels revealing the final role model's face due to be auctioned off online to the highest bidder.

The Pixel Project has invited four world-famous male celebrities from different walks of life to participate in this collage of portraits and to record exclusive public service announcements speaking out against VAW which will be launched as each man is revealed. These prominent men have no history of violence and are role models for men in relationships with women and children. By highlighting positive male role models, The Pixel Project aims to galvanise good men and growing boys to get involved with the cause by demonstrating that men have a major role to play in breaking the cycle of VAW. The distinguished line-up includes a Nobel Laureate, a two-time Pulitzer Prize Winner and superstar Environmentalist.

Regina Yau, Founder and President of The Pixel Project, said: "Violence against women is the most widespread human rights violation in the world and The Pixel Project is delighted that such world-famous male role models have stepped up to join us in securing much needed funds and widespread support for this cause. VAW has long been a taboo issue and we hope that this campaign will help break the surrounding this violence by sparking conversation about VAW in communities across the world."

- Ends -

**About The Pixel Project**

The Pixel Project is a volunteer-led nonprofit organisation whose mission is to taking fund-and-awareness raising for the cause to end violence against women into the 21st Century by delivering innovative, powerful viral campaigns across various online and virtual channels including social media. Their first project is to turbo-charge global awareness about VAW using social media while raising US\$1 million for Malaysia's Women's Aid Organisation and the U.S.A.'s National Coalition Against Domestic Violence by getting a global audience to collectively unveil a million-pixel mystery collage of Celebrity Male Role Models at US\$1 per pixel.

For further information, please contact:

The Bright One account team for The Pixel Project:

- Annette Leach (Strategic Consultant) - annette.leach@brightone.org.uk / +44 (0) 7584 324713
- Group Email - pixelproject@brightone.org.uk