



INTERNATIONAL ALBINISM AWARENESS DAY

FOR IMMEDIATE RELEASE

[DATE]

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INTERNATIONAL ALBINISM AWARENESS DAY CELEBRATION

[CITY, COUNTRY] – The United Nations has officially declared June 13 as *International Albinism Awareness Day*. This action has been enthusiastically applauded by Under The Same Sun, an international non-governmental organization, advocating for the human rights of people with albinism, and World Albinism Alliance Inc., the international umbrella group for albinism associations around the world. Many local albinism groups throughout the world have needed a visible platform to raise awareness, especially in countries with records of attacks and severe discrimination. The hope is that an internationally recognized day will provide such a platform.

“I am very pleased that the United Nations has taken this very significant step,” stated Peter Ash, Founder & CEO of Under The Same Sun. “International Albinism Awareness Day is one more avenue by which people with albinism around the world can make their voices heard. We have a dream that one day people with albinism will take their rightful place throughout every level of society, and that the days of discrimination against persons with albinism will be a faint memory - everywhere!”

BACKGROUND

June 13 was chosen as International Albinism Awareness Day (IAAD) since it was on that day in 2013 that the UN adopted its first ever resolution on albinism.

On November 18, 2014, due to advocacy by Under The Same Sun and cooperation with various UN bodies (specific thanks to Ambassador Yusuf Mohamed Ismail Bari-Bari of Somalia and members of the Office of the High Commissioner for Human Rights), a third historic resolution on albinism was adopted by vote by the UN General Assembly in New York. The resolution proclaims June 13 as International Albinism Awareness Day (effective 2015). We are grateful to the UN Human Rights Council in Geneva which made a recommendation to the General Assembly (in June 2014) that the Day be proclaimed.

The resolution instating International Albinism Awareness Day, welcomes increased international attention, noting that, in many parts of the world, awareness of the human rights situation of persons with albinism remains limited. Further, it recognizes the importance of increasing awareness and understanding of albinism in order to fight against global discrimination and stigma against persons with albinism.