



United Nations Alliance of Civilizations
Many cultures. One humanity.



FOR IMMEDIATE RELEASE

Volunteer Translators Take Singer Beyoncé's Humanitarian Message Global

Beyoncé's song for World Humanitarian Day "I Was Here" can now be watched in more than 15 languages through the online subtitling community Amara, winner of the Intercultural Innovation Award, which is a partnership between the UN Alliance of Civilizations and the BMW Group.

New York - 17 August 2012 - This year's World Humanitarian Day (WHD) is being celebrated with the launch of a global campaign by UN agencies, including the UN Alliance of Civilizations (UNAOC), humanitarian aid organizations, and superstar Beyoncé, who has dedicated a song to individuals making a real difference around the world through their daily actions. The campaign titled "I Was Here" will run through August 19, and aims to reach a billion people. To reach this goal, videos of the campaign are being subtitled by volunteers at Amara (amara.org), an innovative web-based platform.

Amara is changing the subtitling industry with its revolutionary approach: all of us can be subtitlers. Through Amara, Beyoncé's video was subtitled in 10 languages overnight and 15 languages in just a few days, providing a cheaper, faster, and higher quality way to reach audiences in numerous countries.

Nicholas Reville, founder and Executive Director of Amara says, "Amara is growing into a Wikipedia-like community, mobilizing volunteers around the world to make content available in multiple languages. UNAOC and BMW Group's support for entrepreneurial initiatives like ours is helping us engage global audiences in a new and bigger way."

In December 2011, Amara was selected by an international jury as a winner of the Intercultural Innovation Award, a partnership between the UN Alliance of Civilizations and the BMW Group, for its promotion of cultural diversity through its innovative platform. Since then, Amara has made real progress and become a force in its industry.

Individuals are encouraged to join Amara's translation team for World Humanitarian Day on <http://www.universalsubtitles.org/en/teams/world-humanitarian-day/> to help spread the message of the campaign.

The Intercultural Innovation Award is a partnership between the United Nations Alliance of Civilizations and the BMW Group. This annual Award aims to select and support the most innovative grassroots projects that are encouraging intercultural dialogue and cooperation around the world.

www.interculturalinnovation.org

The United Nations Alliance of Civilizations (UNAOC) is an initiative of the UN Secretary-General which aims to improve understanding and cooperative relations among nations and peoples across cultures and religions. It also helps to counter the forces that fuel polarization and extremism. The UNAOC was established in 2005, at the initiative of Spain and Turkey, under the auspices of the United Nations and under the leadership of Jorge Sampaio, former President of Portugal, as High Representative for the UNAOC.

www.unaoc.org

Amara is a collaborative toolset and online community that enables volunteers and organizations around the world to make almost any web video accessible to everyone regardless of what language the video is in or if people are deaf or hard of hearing. In addition to the UN, Amara's customers include Netflix, TED Talks, Coursera, and many more educational, non-profit, and commercial media organizations.

www.amara.org

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