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DEPAA Launches New Awareness Campaign

London, 11 March 2009 – Today, DEPAA is launching a new flagship effort to raise awareness in the United Kingdom about the dangers facing uncontacted tribes in the Amazon and elsewhere in the world. This campaign will focus on getting individual activists to each conduct their own mini-publicity campaign.

"The greatest tragedy is that the will and resources to help absolutely exist," said DEPAA-UK spokeswoman Alison Streatwell. "The problem is that over here, very few people ever hear about the problem. We want to change all that."

The campaign will arm would-be campaigners with an online kit including a fact sheet, a list of suggested activities, and artwork for activists to use in their own materials or even on their own websites and social network profiles.

"The first step toward fighting injustice is shining the light on it," said Streatwell. "Well, here we are switching on the torch."

ABOUT DEPAA

Since 1979 DEPAA has campaigned for the rights of communities indigenous to the South American rainforest. We focus on eliminating the tyrannies of land theft and forced contact with the outside world.

Tribespeople have the right to live without outside intervention, and DEPAA works to support that right with direct action.

Indigenous communities face many risks including industrial development such as road-building and illegal logging. DEPAA work with local people and our supporters around the world, to plan and execute local demonstrations, letter-writing campaigns and education programmes.

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