



Music speaks the language of freedom, revolution and solidarity. Without that freedom – without music that is angry, joyful and necessary – we are nothing.

- Yoko Ono

– Music with a message –

High profile international artists. Classic Lennon tracks. This is *Make Some Noise* – a mix of music, celebration and action to protect individuals wherever freedom, justice and equality are denied.

Thanks to an extraordinary gift from Yoko Ono - the recording rights to “Imagine” and John Lennon’s entire solo songbook – Amnesty International is harnessing the power of music to inspire a new generation to stand up for human rights at www.amnesty.org/noise.

– Current contemporary artists –

New versions of Lennon’s iconic songs have been recorded by bands like the Black Eyed Peas, The Cure, Snow Patrol, The Postal Service, Maroon 5 and Avril Lavigne. Tracks will be available in immediate, accessible, popular formats – as digital downloads, ringtones and a compilation album.

All of the money raised through the sale of *Make Some Noise* music, mobile content and merchandise will be channelled directly back into AI’s global research and campaigning work.

– Noise for a new generation –

The goal of *Make Some Noise* is to engage more than 1 million new supporters for AI’s human rights work. While the campaign is global, the target markets are Australia, Canada, Finland, France, Germany, Hong Kong, Ireland, Italy, Japan, the Netherlands, Norway, South Africa, South Korea, Spain, the UK and the US.

– Ongoing engagement with AI’s global campaigns –

Downloading music is the first step in a 12 month engagement sequence, during which Amnesty International will seek to introduce participants, over time and in innovative ways, to pressing human rights issues. AI’s major global campaigns – Control Arms, Stop Violence Against Women, Stop Torture and Refugees – will be featured with simple, fun, high-impact online actions.

– About Amnesty International –

There has never been a more important time to support Amnesty International and human rights. In the current climate, it is critical that a voice - independent from government, corporate or national interests - can speak out and protect individuals wherever freedom, justice and equality are denied.

That voice is Amnesty International. With over 1.8 million supporters in 150 countries, AI publishes human rights reports on 149 countries, has campaigned successfully for the International Criminal Court and UN anti-torture treaty, and has been awarded the Nobel Peace Prize for its work. Prisoners of conscience have been released. Death sentences have been commuted. Torturers have been brought to justice. Governments have been persuaded to change their laws and practices.

Contact information email: makesomenoise@amnesty.org website: <http://www.amnesty.org/noise>

