



“PEACE DAY”

Ongoing project of the Anti-Violence Campaign for Peace

WHAT: The International Health & Epidemiology Research Center (IHERC) will be hosting the Annual PEACE DAY, with the goal of violence prevention and intervention. After being educated about the hazards of real and toy guns, children will turn in their toy guns and violent video games for a certificate and a reward, at this event. The collected weapons will then be used by the children, themselves, to create works of art. Those who draw or write something peaceful or toward anti-violence will also receive a peace certificate. Previously created art will be on display, as well.

This event will take place at the Kids' Village, as a part of **The 2013 Irvine Global Village Festival**; Orange County's Largest Multicultural Festival, which is attended by over 10, 000 people. At this festival, more than 50 cultures will share their music, food, and art with visitors from throughout Orange County and beyond.

WHEN: Saturday, September 28th, 2013, 10 am - 6 pm

WHERE: Bill Barber Park, at the Irvine Civic Center, Adjacent to Irvine Civic Center 4 Civic Center Plaza, Irvine, CA 92606

*Our booth in the Kids village.

COST: FREE

FOR INFO. ABOUT IHERC:

Janet: 818-244-4674, and 818-788-2662

info@iherc.org

WWW.IHERC.ORG

MORE: The Anti-Violence Campaign for Peace is an ongoing project of the International Health & Epidemiology Research Center (IHERC). It is a comprehensive violence prevention and intervention project striving to eliminate mortality and morbidity in children and youth by influencing their learned responses at an early age. The campaign teaches children, parents, and educators about the hazards of guns, toy weapons, violent video games, and violence. This is accomplished in a variety of ways including presentations, workshops, letter writing campaigns aimed at influencing toy manufacturers and policy makers, petitions, billboards, public service announcements, media coverage, art exhibitions (such as the “Replacing Violence with Art” show) and “Peace Day” events. IHERC was founded in 1994 by Dr. Farideh Kioumehrdadsetan, a 2008 Award of Peace recipient from American Public Health Association (APHA). Major supporters of this non-profit organization include Bill Clinton, Al Gore, Senator Diane Feinstein, Senator Barbara Boxer, the American Public Health Association, the National School Safety Center, the Million Mom March/Brady Campaign to Prevent Gun Violence, and many more.

FOR INFO. ABOUT IRVINE GLOBAL FESTIVAL 2013:

<https://cityofirvine.org/globalvillage>

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