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News Release

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Share! Durham joins Everyone Matters Day & ask residents for #IAM selfies; <http://bit.ly/1yamvH3>

In Durham, Everyone Matters

City Joins Global “Everyone Matters Day” By Asking Residents to Post #IAM Selfie

DURHAM, N.C. – During Monday night’s City Council meeting, Durham joined more than 100,000 global citizens, 40 mayors and their cities in the U.S., Canada and Europe, and more than 100 schools in the U.S., Canada, Australia, Greece, Turkey and Morocco for the second annual “Everyone Matters Day.”

Everyone Matters Day is a global populist campaign and movement in its second year, celebrating everyone’s unique contribution to society and their community as well as everyone’s right to dignity and respect. Recognized with a proclamation by Mayor William V. “Bill” Bell during last night’s City Council meeting, the movement is being supported locally by the Durham Youth Commission, Mayor’s Committee on Persons with Disabilities, and the Human Relations Commission.

As part of this year’s event, Mayor Bell is asking all Durham residents to join him by taking a #IAM selfie affirming individuality and posting those photos to social media as a collective affirmation that everyone’s individuality contributes to a city’s vitality. Instructions for creating and posting #IAM selfies are available at <http://goo.gl/F7OIh0>.

Other U.S. cities joining Durham in this effort include Albuquerque, Atlanta, Austin, Boston, Calgary, Charlotte, Columbus, Fort Worth, Fargo, Glasgow, Houston, Indianapolis, Las Vegas, Lexington, Miami, Milwaukee, Newark, Orlando, Phoenix, Portland, and San Antonio. Global figures have contributed affirmative statements, their names and image during the campaign, including Sir Paul McCartney, Hugh Jackman, Ellen DeGeneres, Archbishop Desmond Tutu,

General Colin Powell, Tom Brokaw, Kevin Spacey, Nicole Kidman, Steve Wozniak, Daniel Craig, George, Nick and Nina Clooney, Dame Judi Dench and others.

The non-profit Everyone Matters launched in fall 2012, has united global leaders, local governments, schools, businesses and organizations – and the public – in collective advocacy of everyone’s worth in society, everyone’s right to dignity and respect, and for everyone’s freedom to be who we each are, without judgment, attack or censure. For more information, visit www.EveryoneMattersDay.com, like at www.Facebook.com/everyonematters, follow at www.Twitter.com/everyonematters, or go to www.Instagram.com/everyonematters.

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