



AMNESTY INTERNATIONAL

Send a kiss! - so that everyone may do so freely

Amnesty International Hungary launches its “Kiss Against Homophobia” initiative. By joining, anyone can show their disapproval of homo- and transphobia. The goal is to have more and more people share the notion that everyone, regardless of gender identity or sexual orientation has the right to love anybody of any sex.

The DDB Budapest advertising agency developed a unique website for the human rights organization to help collect 365 kisses until the 11th of October, the International Coming Out Day, to demonstrate that on every given day of the year we must stand against prejudice and stigmatization. Coming Out Day calls attention to the importance of coming out, encouraging people to assume their identities bravely and with pride.

“With our extraordinary initiative we aim to help the continuous fight for the legal equality of LGBTI people. Identifying with the slogan of the 19th Budapest Pride, we are trying to cement a firm stance against homophobia and transphobia that prevails every day, 365 days a year.” said Orsolya Jeney, director of Amnesty International Hungary. “We encourage everyone to join. Let’s show together that to love is a human right.”

“We felt that it was important for us to contribute to the cause with an idea that not only calls attention to the issue but encourages people to actively participate. We hope many will join the “Kiss Against Homophobia” initiative and maybe we’ll see a few kisses from well-known people as well.” – added Peter Tordai, creative director of DDB Budapest.

To join the initiative a puckering, side-profile picture should be uploaded to or taken at www.szabadacsok.hu OR www.kissagainsthomophobia.com. The pictures will be randomly paired with other uploaded images showing someone of the same sex, as if the two were kissing. With this virtual kiss, those who join can demonstrate their support for the “Kiss Against Homophobia” initiative.



Amnesty International has been a committed advocate of human rights and has been fighting against negative discrimination since 1961. As part of our efforts, it is our priority to call attention to the inequalities and the atrocities committed against members of the lesbian, gay, bisexual, trans- and intersexual (LGBTI) community.

The organization stands against laws violating the rights of the LGBTI people, and through our support for their demonstrations, fights for their rights of free speech and freedom of assembly. As of 2014, the organization has been dedicating particular attention to the rights of the trans- and intergendered.

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