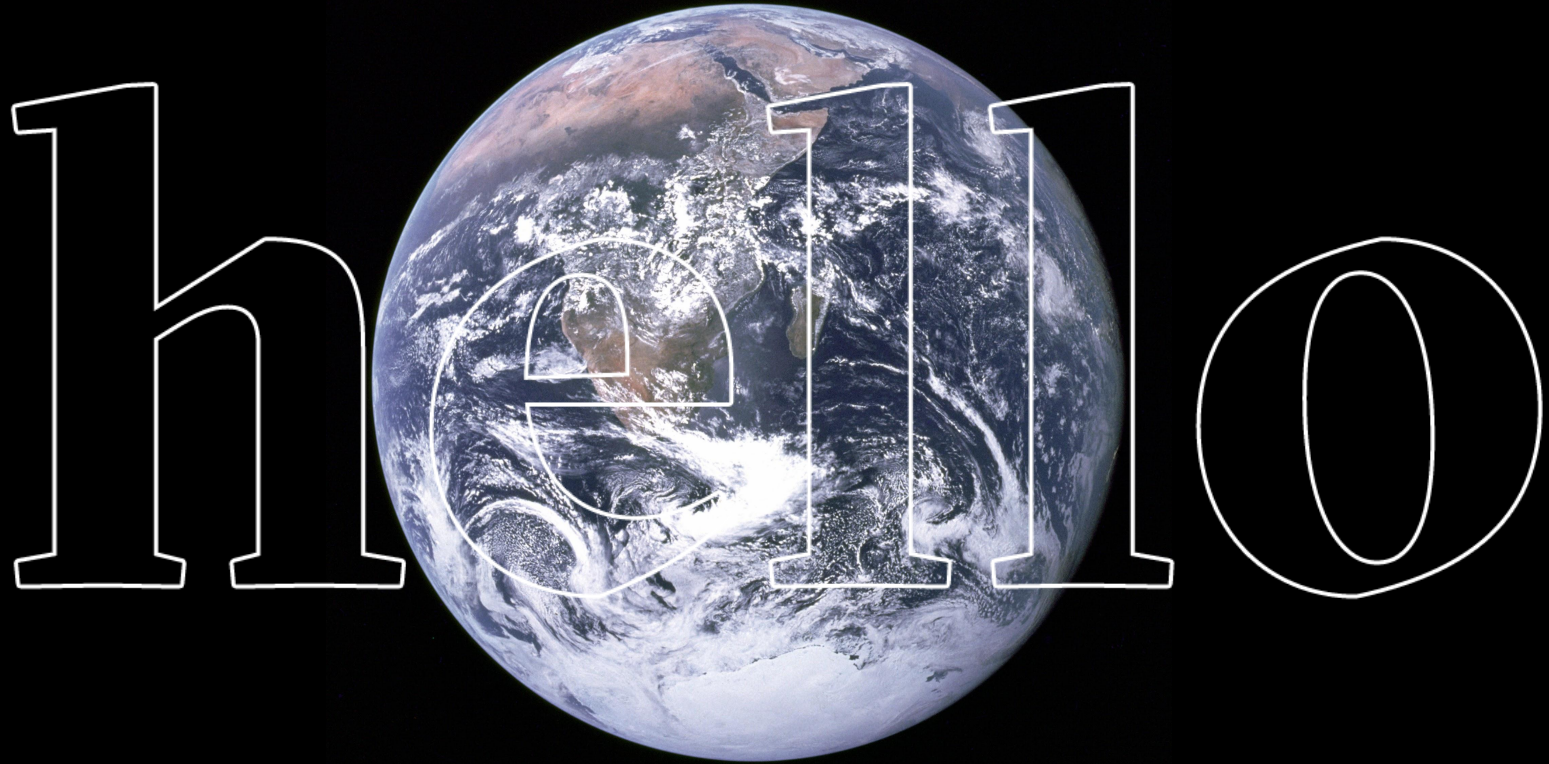




This World Humanitarian
Day, we're celebrating the
world's heroes.

Not comic heroes like Superman, or mythic heroes like Atalanta, but the real people who commit their lives to helping others despite rising challenges—*humanitarians*.

These #RealLifeHeroes meet barriers and dangers with courage and commitment: August 19th is our day for the world to thank each and every one of them.

THE CAMPAIGN

#RealLifeHeroes

Real-life Heroes

Our obsession with myths and legends has been with us since the dawn of culture. Their fictional fantastic feats, embodied enemies, and arduous journeys teach us how to dream big and summon the courage needed to do what's right.

Their enemies are famine and flood, displacement and disease, war and injustice.

The heroes of our world, here and now, are just as worthy of admiration and celebration, **because they're real**: choosing to help in the most extreme circumstances, when others do not.

The Film

All cultures are obsessed with fictional heroes. Real humanitarian workers' lives are far from glamorous. Their humbling, grueling work too often goes unrecognized. Many of the world's humanitarians hail from the very countries, or communities they serve. These real-life heroes are rarely the stuff of movies. Yet make no mistake, they do fight villains. They help people stand up to the enemies of poverty, pandemics and injustice.

The Heroes

The campaign will focus on a select group of heroes in OCHA-led content, but we encourage all partners to feature their own real life humanitarian heroes as well.

As stewards of World Humanitarian Day 2020,
we'd treasure having you aboard as a partner.

Our ask is you get involved, committing to support the
campaign in one (or many) of these ways via social media:

Share the campaign film with your followers

Hosted on Youtube, as well as natively on UN OCHA channels – a native share (with the link) or re-share (e.g. quote-tweet) is recommended using #RealLifeHeroes

Amplify humanitarian stories

The UN OCHA team is happy to provide an asset toolkit and/or designed asset featuring an individual for you to share with your followers using #RealLifeHeroes

'Nominate' & profile humanitarians in your life

For those connected to UN organizations and NGOs – it's the perfect day to give someone a shout out, sharing with our hashtag #RealLifeHeroes

If you're interested, please reach out
to Belinda Gurd from the UN OCHA
team at gurd@un.org

Thank
You