

#notsilent - Celebrities Lead the Way in Campaign to Remember Anne Frank 70 years after her death

Submitted by: Lily Pad PR

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The Anne Frank Trust UK has joined forces with Penguin Random House, the UK publishers of Anne Frank's diary, to mark the 70th anniversary of Anne's death with a one minute campaign called #notsilent (<http://www.annefrank.org.uk/notsilent>).

Instead of a one minute silence to commemorate the end of Anne Frank's short life, the British public are invited to record a video of themselves reading a one minute passage from Anne's inspirational writing, at any time on or after Tuesday 14th April and then to upload to social media channels using hashtag #notsilent. Celebrities including Eddie Izzard, Naomie Harris, Simon Callow, Roger McGough, David Miliband, Jacqueline Wilson, children's laureate Malorie Blackman, Michael Buerk, Arlene Phillips, Ray Quinn and actors Russell Tovey, Ceallach Spellman and Jing Lusi have already recorded or filmed their own reading in Anne's memory.

According to Gillian Walnes, Co-founder and Vice President of the Anne Frank Trust UK, "Poignantly we will never know the exact date Anne died, but we have carefully chosen the date of 14th April as schools will be in session and it's one day before the anniversary of the liberation of Bergen-Belsen where Anne died at age 15 of hunger and disease. We have a selection of passages suitable for a one minute reading on our website or readers can choose one themselves, or even read something they have written about their own life and hopes.

Through the #notsilent campaign Anne's voice will resonate loudly around the country and we will stand together against the challenges of prejudice, discrimination and injustices that are still experienced today".

A #notsilent launch event will be held at the British Library, on Euston Road in London at 9.30 am on Tuesday the 14th April where public readings will take place by Jing Lusi, Arlene Phillips, Friday Download presenter Ceallach Spellman and teenage Anne Frank Ambassadors:

09.30 Event starts

09.40 Welcome by the British Library – introduction by Anne Frank Trust and Penguin Random House.

09.50 Introduction of readers

09.55 10 one minute readings from Anne's diary – including authors, celebrities, the Mayor of Camden, Anne Frank Ambassadors

10.10 End of readings – coffee served

10.30 Event ends

-Ends-

For more information, interviews or to be added to the press list for the British Library event please contact Rachel Corcoran or Linda Cohen @ Lily Pad PR on 0844 35 11 484, 07791 110910, 07791 110906, rachel.corcoran@lilypadpr.co.uk linda.cohen@lilypadpr.co.uk

About the Charity:

On her 13th birthday Anne Frank was given a diary in which she recorded her thoughts and feelings before and whilst in hiding in Amsterdam from Nazi persecution. Following Anne's death at age 15 in Bergen-Belsen concentration camp in 1945, her father, Otto Frank, chose to publish her diary in order to help challenge the hatred that had killed his daughters.

Founded in 1990, the Anne Frank Trust UK uses Anne's life and inspirational message as an anchor to educate people about damage caused by all forms of prejudice and discrimination. The Trust enters the lives of young people across the country when they are likely to be at their most vulnerable and impressionable and imbues in them the importance of positive attitudes, personal responsibility and respect for others.

The Trust educates over 30,000 young people a year through its exhibitions and educational projects in schools, prisons and communities across the UK.

Anne Frank was a sparkling and intelligent teenager whose life was cut cruelly short by murderous racial hatred. The Anne Frank Trust, the British educational organisation that proudly bears Anne's name, has been imparting her vision of a more just and humane world to thousands of young people per year, inspiring them to become active responsible individuals. Our work in schools, prisons and communities reaches several regions across the UK, but we know that there is more, so much more to do. Gillian Walnes MBE, Co-Founder and Vice President

www.annefrank.org.uk/notsilent

