



Remembering Anne Frank

Statement

19 Oct 2017

The Anne Frank Trust UK believes the marketing of Anne Frank 'costumes' for Halloween is distasteful, and denigrating to the memory of Anne Frank - who died as a child in Bergen Belsen concentration camp in 1945.

Whilst many children might choose World Book Day to pay homage to Anne as an inspiring author, to align the image of a victim of persecution and genocide alongside ghoulish fancy dress costumes serves only to trivialise genocide.

Lucy Glennon, Director of Strategy for the Trust said: "We urge parents or teenagers with a mind to buying this costume not to do so, but to think instead about Anne, and the 3 million other children who died in the Holocaust."

Every day the Anne Frank Trust works with bright young people across the country to honour Anne's memory with respect, with love, and with a commitment to ensuring that her message will be echoed by this and future generations.

This is how we believe how Anne Frank should be remembered. Not as a gimmick.

As one of our young Anne Frank Ambassadors said only this morning:

"Anne Frank is relevant today because prejudice still exists. As a teenage girl I can put myself in Anne's shoes and I can see her point of view and how she was affected. Through the Anne Frank Trust I've learned how to stand up to prejudice, how to prevent it happening, and how to spread a positive message."

In this, National Hate Crime Awareness Week, when figures show an unprecedentedly large 29% surge in reported hate crimes - remembering Anne Frank appropriately is surely more important than ever.

Ends -

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The Anne Frank Trust UK

Prejudice and discrimination harms individuals, communities and society.

The Anne Frank Trust UK is an education charity that uses Anne Frank's life and diary to empower young people with the knowledge, skills and confidence to challenge all forms of prejudice and discrimination.

We partner with schools, local authorities, criminal justice education services and others, to deliver education to young people in a variety of settings, predominantly in schools. Our interactive and impactful programme includes an exhibition of Anne Frank's life and diary combined with workshops, peer education and an ambassador programme. The Anne Frank Trust UK was established in 1991 by family and friends of Otto Frank, following his wish for an educational organisation to be set up in memory of his daughter Anne. Independent research has shown that the Anne Frank Trust's Schools Programme increases students' levels of confidence and respect for others. Our latest annual review and impact report can be found here:

https://annefrank.org.uk/wpcontent/uploads/2017/05/AFTrust_ImpactReport2016_LR.pdf