

Holocaust PSA Campaign

Contributed by Administrator
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The American campaign will kick off with a series of three public service announcements which will debut on Yom Hashoah (Holocaust Remembrance Day) on May 2nd on the Viacom screen at 44th and Broadway in Times Square at 10am EST, and will run every hour on the hour until 12am EST. On that same date, there will be a private screening for press in the Paramount Pictures Screening Room (1515 Broadway 3rd Floor) at 1pm EST. The PSA's will depict how ordinary people can become victims of hate crimes. The campaign will include quotes from famous celebrities and prominent political figures that contemplate the question: why do you think it's important for young people to learn about the Holocaust?