

PRESS RELEASE: #OurHeritageOurSudan



Meat market El Obeid, photo credit: Yoho Media

Campaign launch 1 Nov 2023

Make News:

Show and share Sudan's amazing living heritage

Build Resilience:

Protect Sudan's living heritage from the impact of war

Join our 90-day campaign. Protect Sudan's living heritage by showing and sharing, supporting and safeguarding it. Engage with Sudan's living heritage, learn about it, demonstrate how it is done, host events, post a record, and help create new stories that defy the impact of war. Together we can reach thousands of individuals and communities in Sudan, along its borders, and across the worldwide Sudanese diaspora. Through collective effort we can make a difference.

On the 1st November the **#OurHeritageOurSudan Campaign** will start and run for 90 days to create support for Sudan's amazing living cultural heritage. We are talking to people, encouraging them to hold events, broadcast their music and films, ply social media with images. Through sharing Sudanese culture everyone can show their support for the people whose ways of life are being destroyed by the war.

In Sudan, starting in Wad Medani Museum, the campaign will connect and grow networks of individuals, groups and communities who are able to celebrate and safeguard their heritage. Using the campaign umbrella, they will be able to share their efforts, know they are being appreciated, seek assistance, and help others.

Humanitarian Crisis

Please support this campaign because the humanitarian crisis in Sudan is catastrophic. There is no end in sight to the war that started on April 15th, or for the millions that have been displaced or lost their homes and livelihoods. Every day people are being killed, injured, violated. They face acute hunger and widespread diseases. Schools have stopped teaching, hospitals have stopped working, villages and farmlands are abandoned, cities are ghost towns or under siege.

The living heritage campaign supports humanitarian aid by helping communities stay connected. This is essential for communities to use their cultural knowledge and resources to build hope and resilience.

Editors Notes

The campaign is being organised by a diverse team of Sudanese professionals under the umbrella of the project *Safeguarding Sudan's Living Heritage from Conflict and Climate Change*, which is funded by the British Council Cultural Protection Fund in partnership with DCMS. The press release is being sent to over 1000 organisations and individuals in Sudan or connected with Sudan. This is not nearly enough! Please forward to anyone you think may be interested in participating or, after November 1st, check in on your favourite social media channels. The project website and YouTube channel launched today.

Hashtags:

**#OurHeritageOurSudan
#SeeSudanHeritage
#SaveSudanHeritage**

Project Website – Safeguarding Sudan's Living Heritage (SSLH)

sslh.online

YouTube Channel – Our Heritage Our Sudan

sslh.online

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