

IN THE RED CROSS WORLD

8 MAY 1970

WORLD RED CROSS DAY

No doubt World Red Cross Day will be celebrated with brilliant success throughout the world on 8 May next, for its theme is of particular importance: *Protect Man ; Thwart War*. It was the International Committee which, in full agreement with the League, undertook to prepare the documentary material to be offered to National Societies for this event. Some time ago a sample of that material was sent to the National Societies so that they might choose the documents which they wished to order.¹ Through this material, they will be able to inform the general public in their countries about the essential principles of the Geneva Conventions and about Red Cross humanitarian action in time of war.

The kit of samples contained: *a)* the 8 May messages from the Presidents of the international institutions of the Red Cross; *b)* articles of general interest; *c)* colour slides and photographs illustrative of the Geneva Conventions and Red Cross work to protect the victims of war; and *d)* promotional material such as a poster, a badge, stickers and a key-ring bearing, as required, the sign of the red cross, red crescent, or red lion and sun.

To ensure that the Red Cross message is disseminated as widely as possible, the mass media must also be used. Recordings for broadcasting are planned as well as film sequences for television. These will be available to National Societies which, it is hoped, will make extensive use of them.

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¹ *Plate*. Material available to National Societies. The kit of samples includes twenty colour transparencies illustrating the Geneva Conventions.

The International Committee of the Red Cross has produced a stick-on label as part of the documents on the theme *Protect Man—Thwart War* for the World Red Cross, Red Crescent and Red Lion and Sun Day for 1970.

The label shows the design chosen for the World Day: a hand blocking another bearing a sword. The emblem of the red cross or red crescent is also shown on the label, which is in black and red.¹

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The ICRC and the League—pursuant to a resolution of the XXth International Conference—have also had printed a two-colour poster. Distinctive in presentation, it gives the text of the principles adopted at Vienna. With a view to the 8 May celebration, this poster² is available to National Societies as an aid to the diffusion of those principles by displaying it not only in their own premises but also whenever possible in school and hospital establishments.

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The ICRC hopes that the World Day this year will not only be a testimony to our movement's universality but also to the importance of the Geneva Conventions, as explicitly recommended by the XXIst International Red Cross Conference resolution No. IX.

¹ Date of issue 26 January 1970.

Design by Claude Falbriard—printed by offset—89,880 copies with red cross and 89,922 with red crescent (in sheets of 42).

² The poster is available, from the ICRC or the League, in a *de luxe* edition at Sw. fr. 0.50 per copy, and at Sw. fr. 0.25 for the standard edition.