

George Clooney Joins Humanitarian Leaders To Launch New Global Prize As Part Of 100 LIVES Initiative

George Clooney and initiative co-founder Ruben Vardanyan call for the world to combat genocide.

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NEW YORK, March 11, 2015 -- George Clooney joined humanitarian leaders to launch a new global prize, the Aurora Prize for Awakening Humanity, as part of the 100 LIVES initiative.

Mr. Clooney and 100 LIVES co-founder Ruben Vardanyan discussed their goals to combat genocide and explained how apathy—one of the biggest challenges to addressing the issue—must be confronted by real and sustained awareness:

"We really want people to get involved with 100 LIVES," said Clooney, "to celebrate those that overcome adversity and give back to others, just as the Armenian community is doing in this centenary year."

"The humanity, generosity, strength and sacrifice shown by those who saved so many Armenians compels us to tell these stories," added Vardanyan. "Now is the time to shine a light on those most extraordinary lives, to build on the lessons they teach us, and to express our gratitude for what they did."

The Aurora Prize will be given to those who put themselves at risk and enable others to survive and thrive. Its annual grant of \$1 million will be awarded to a recipient who will, in turn, present it to the organization identified as the inspiration for their action. Mr. Clooney will award the inaugural Prize at a ceremony in Yerevan, Armenia on 24 April, 2016.

The Prize's Selection Committee will feature Mr. Clooney alongside human rights luminaries including Nobel laureates Elie Wiesel and Oscar Arias; former UN High Commissioner for Human Rights, Mary Robinson; former Australian Foreign Minister, Gareth Evans; respected human rights activist Hina Jilani; and Vartan Gregorian, President of the Carnegie Corporation of New York.

Photography and videos for media use: <http://edelman.isebox.net/100lives>

NOTES TO EDITORS

100 LIVES

100 LIVES is a new global initiative rooted in the events of the Armenian Genocide, during which hundreds of thousands of Armenians were saved by the courageous and heroic acts of individuals and institutions. A century later, 100 LIVES seeks to express gratitude, to share remarkable stories of survivors and their saviors, and to celebrate the strength of the human spirit.

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