



Promoting a Lasting Partnership Between Azerbaijan and America

1101 Pennsylvania Avenue, NW • Suite 600 • Washington, DC 20004 • T +1 202.756.4544 • F +1 202.756.7553
info@azerbaijanamericaalliance.org • www.azerbaijanamericaalliance.org

FOR IMMEDIATE RELEASE

National Public Awareness Campaign Commemorates 22nd Anniversary of Khojaly Massacre

Azerbaijan America Alliance Continues Multimedia Campaign

New York City – February 18, 2014 – A national public awareness campaign by the Azerbaijan America Alliance continues to educate Americans about the massacre of 613 innocent Azeri civilians by Armenian and Russian soldiers 22 years ago in the village of Khojaly, located in the western Azerbaijani region of Nagorno-Karabakh. On February 26, 1992, in the course of 24 hours, 444 mostly elderly men, 106 women and 63 children were brutally killed.

The multimedia campaign's biggest impact will be felt in Washington, D.C., and New York City, where hundreds of posters with the headline "KHOJALY...A Human Tragedy Against Azerbaijan" will be seen in subway stations, at bus stops and on buses, and on stationary and billboards in the Times Square. Vehicles will project the poster at night on the sides of buildings. The National Mall and Union Station in Washington and Times Square and the United Nations in New York are several of the many heavily trafficked and iconic locations targeted by the campaign.

The public awareness campaign will last for several weeks and be seen by millions of Americans.

Traditional media will include the placement of articles and op-eds in newspapers, while social media will see postings and discussions on Facebook, Twitter and YouTube. These videos, photos, press releases, articles, op-eds, event information and links to the social media components of the campaign can be found at the Azerbaijan America Alliance website: www.azerbaijanamericaalliance.org.

President Obama, the U.S. State Department, the U.S. Congress and the American public are being asked to learn more about the Khojaly tragedy and Azerbaijan – a friend and ally of the U.S. located in a very challenging and geo-politically important part of the world.

The Azerbaijan America Alliance is a non-partisan, non-profit organization providing critical information about the people, culture, society, industry, history and current events of the Azeri people. Its mission is to foster an atmosphere of mutual understanding and respect between the people of America and Azerbaijan. Through academic discussion, cultural programming and political discourse, the Alliance aims to be the premier organization dedicated to promoting a lasting partnership between the two countries.

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Contact:

Algirde Pipikaite

info@azerbaijanamericaalliance.org

+1 (202) 756-4546