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## **Thomson Reuters Foundation to bring hard-hitting social issues to millennials through YouTube stars**

**London (November 24, 2016)** – Millennials around the world are being asked to voice their opinions on some of the biggest human rights issues of our time as part of an innovative initiative by the Thomson Reuters Foundation and powered by YouTube.

Starting today, YouTube creators from around the world, will be taking part in the *#Ichoosetosee* initiative to engage their audiences with under-reported topics such as modern-day slavery, breaking social taboos and the refugee crisis. These themes will be addressed at Thomson Reuters Foundation's annual conference Trust Women taking place on November 30 and December 1 in London.

YouTube stars will create videos on how they choose to see some specific social issues, from children working in factories to make the clothes they could be wearing, to the migrants fleeing war trying to rebuild their lives, to transgender rights, bringing unique insights into their societies and cultures. The vloggers will ask their respective audiences to 'join the conversation', capturing the point of view of more young people around the world.

Some of YouTube's biggest stars from the US, UK, Germany, Lebanon, Poland, Romania, South Africa, Nigeria and the Palestinian Territories, are participating in the global initiative, including: Fun for Louis; Jubilee Project; Soul Pancake; Hannah Witton; Ms Anne Green; Rowan Ellis; Dream on Maddy; Jana Vlogs; Soundcity TV; Jasminar; Laila Mourad; Dianna Zur Loewen; Fly With Haifa; Arlena Witt; Aboubakar Idriss.

*"The millennial generation is a caring one. They are deeply engaged with several social issues to the point that they often decide whether or not to join a company based on what the organization gives back to society. We want to harness this desire for change, and we believe YouTube is a fantastic platform for their voices to be heard"* says Monique Villa, CEO of the Thomson Reuters Foundation.

The initiative, the social media highlight of the Trust Women conference, aims to act as a catalyst, bridging the gap between the millennial generation and those making decisions relating to their lives. Trust Women is a global forum gathering top decision-makers and activists to find solutions to put the rule of law behind women's rights and to fight modern-day slavery.



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## **About the Thomson Reuters Foundation**

The Thomson Reuters Foundation acts to promote socio-economic progress and the rule of law worldwide. The organization runs initiatives that inform, connect and ultimately empower people around the world; access to free legal assistance, media development and training, editorial coverage of the world's under-reported stories, and the Trust Women conference.

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