

# UNITED NATIONS

## PRESS RELEASE



***For immediate release***

### **Smurfs team up with UN for a kinder world where there is no space for hate speech**

**(New York, NY – 13 June 2023)** Ahead of the International Day for Countering Hate Speech on 18 June 2023, the beloved Smurfs are joining the United Nations to show the impact of hate speech and ways to counter it.

Already ambassadors for the United Nations and the Sustainable Development Goals under the #SmallSmurfsBigGoals, the Smurfs are showing that indeed every person – no matter how big or small – can make a difference and has a role to play in a world where every individual is respected without discrimination.

This time the Smurfs joined the Office of the Special Adviser of the Secretary-General on the Prevention of Genocide, which leads the UN's work on hate speech.

“Hate speech is not a joke, as Grouchy Smurf would tell you, and we are heartened that our blue friends are joining us this year to mark the second International Day to counter hate speech,” said UN Under-Secretary-General and Special Adviser Alice Wairimu Nderitu.

“When not countered, hate speech attacks human rights norms and principles, negates and threatens diversity and inclusion, undermines social cohesion – all that the UN and Smurfs stand for. It can lay the foundation for violence, including conflict and atrocity crimes, genocide, war crimes and crimes against humanity. It is taught, but can be fought,” added the UN Special Adviser on the occasion.

In a first series of short social media comic strips, which will be shared ahead of the International Day, the Smurfs will experience the importance of thinking wisely on sharing comments which could be shocking or hurtful, as well as on teaming up in sharing #SmurfHappiness to counter hate speech.

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