A CALL TO MEN
The Next Generation of Manhood

NEWS RELEASE

A CALL TO MEN UNITES PEOPLE GLOBALLY TO CELEBRATE AND INSPIRE HEALTHY MANHOOD

Actors, activists, athletes – Evan Rachel Wood, Patricia Arquette, Rainn Wilson, Matt Walsh, Zainab Salbi, Anthony Rapp, Mark Herzlich and Jonathan Stewart – join the violence prevention organization “A CALL TO MEN” in their call to STAND TOGETHER in a shared pursuit of respect, equity and value for all

NEW YORK, NY – June 13, 2019 – A CALL TO MEN today announced a campaign that celebrates all the men, male-identified people, fathers and father figures who are committed to helping raise the next generation of manhood. A CALL TO MEN teaches that embracing and supporting a healthy manhood promotes male authenticity and prevents all forms of gender-based violence.

The campaign features celebrities and thousands of other committed people who have rallied around the violence prevention organization’s call to celebrate all the positive things that healthy manhood means to them. In partnership with technology platform, WeAre8, that enables brands to sponsor millions of people to share content across social, A CALL TO MEN, was able to amplify their movement to elevate healthy manhood. The result: thousands of people sharing a video that creates a virtual human chain of unity to visualize the power of standing together against gender-based violence.

Click HERE for the social share video featuring select influencers. Click HERE to view the full-length video featuring influencers, friends and supporters.

“At A CALL TO MEN, we know that embracing and promoting a healthy manhood increases male authenticity and prevents gender-based violence and discrimination,” said Tony Porter, CEO of A CALL TO MEN. “We are honored to have the support of WeAre8 and so many people committed to using their influence and platform to spur positive social change.”

Actor Rainn Wilson shared, “Healthy manhood means being able to be vulnerable, kind, compassionate and soft when necessary. And the greatest skill for any father or man? Being able to LISTEN and LEARN with humility, especially from women.”

Actress Evan Rachel Wood added, “Healthy Manhood is allowing my son to be a whole person and teaching him that feelings are not a sign of weakness.”
“This is a beautiful celebration of what manhood can be and the freedom it can bring to the next generation of men and boys and to all of humanity,” Porter said.

WeAre8 CEO, Sue Fennessy, commented on the platform’s partnership with the organization, “We are passionate about making social impact through all of our brand programs and as a mother of three sons, I am excited to support this celebration of healthy manhood.”

To learn more about A CALL TO MEN’s mission, visit their website www.acalltomen.org.

A CALL TO MEN is inviting everyone to participate in the campaign as it will continue beyond Father’s Day and the video will be updated as more people submit photos. There are three ways to participate:

1. **DOWNLOAD WEARE8** from the app store and accept your exclusive sponsorship offer for A CALL TO MEN. For every video shared through the app, WeAre8 will make a donation in your name to A CALL TO MEN. *Sponsorship will activate early next week.*

2. **DONATE** online to support A CALL TO MEN initiatives.

3. **POST** your photo with a statement of what #HealthyManhood means to you. Post to Facebook, Instagram or Twitter, tag us @acalltomen.

**ABOUT WEARE8**
The WeAre8 platform enables brands to micro-target millions of people and turn them into brand advocates at scale, while making significant social impact. Rather than bombarding people with ads, brands can sponsor millions of targeted individuals to create content or share branded videos across social media (with all the required tags and FTC guidelines) – receiving stronger ROI than paid social ads and access to first party data.

**ABOUT A CALL TO MEN**
A CALL TO MEN educates men all over the world on healthy, respectful manhood. Embracing and promoting a healthy, respectful manhood prevents all forms of gender-based violence. A CALL TO MEN is a violence prevention organization and respected leader on issues of manhood, male socialization and its intersection with violence, and preventing violence against all women and girls. For more information, visit www.acalltomen.org. Follow A CALL TO MEN on Facebook, Twitter and Instagram @acalltomen.

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