



ATHLETES FOR UKRAINE e.V. | Ludwigstr. 22 | D-83278 Traunstein

Call to action | Traunstein, 09.03.2022

## Athletes for Ukraine e.V. (registered association) - Campaign "Pointing the way"

Athletes for Ukraine is calling upon all top athletes around the world to set an example and make a symbolic gesture against the war in the Ukraine. With your protest we can show the Ukrainian people that the whole world stands behind them and that Putin's attack violating international law will never be accepted. Take a stand by sending us a photograph of yourself with the hand gesture shown along with a short statement as to why you are protesting against the war in the Ukraine, as Karen König, two-time European Swimming Champion, already did.



With this hand gesture, we want to symbolize a heart over our heart to protect the Ukrainian people



„Athletes for Ukraine, I've joined because I despise violence and war. The cowardly attack on the Ukraine must be stopped immediately!! I support the Ukrainians who are fighting for their country and democracy and are also defending our values of peace human rights.

**Together we are strong!“**

Karen König, 2-time  
European Swimming  
Champion



ATHLETES FOR UKRAINE e.V. | Ludwigstr. 22 | D-83278 Traunstein

## 1. Support us!

Send us a picture of yourself in a black top in front of a neutral background with this hand signal and your short statement. Please take the photograph in portrait format and straight on.

With this hand gesture, we want to symbolize a heart over our hear to protect the Ukrainian people.

Send us your photo and statement to: [bepartof@athletes-for-ukraine.de](mailto:bepartof@athletes-for-ukraine.de)

Please include the following declaration:

**Athletes for Ukraine e.V. (registered association) may use and distribute the photograph of me attached to this email without restrictions to time, space, material or content. The photos may be published in their original well as edited form. I am aware of my rights to my own images according to § 22 KunstUrhG. I decline payment for the use of the image. I agree that my name may be used in connection with the photograph.**

We will publish your photograph and statement on our homepage and us it for our social media campaign. Upon request, we will send you the file with the edited image and statement, also translated into other languages so that you can distribute it via your social media channels.

## 2. Social Media Publishing Request

<b>Content</b>	Your picture with the hand gesture
<b>Look</b>	Use a black and white filter
<b>Caption</b>	Your statement
<b>Hashtags / Mentions</b>	#AthletesForHumanity #WeStandWithUkraine <a href="https://www.instagram.com/athletes_for_ukraine">@athletes_for_ukraine</a>
<b>Tag</b>	Tag us as co-author

Yours,

**Athletes for Ukraine e.V.**