



Press Release

Attention: Planning

BRITISH MUSLIMS LAUNCH NATIONAL MEDIA CAMPAIGN TO COUNTER NEGATIVE STEREOTYPING

PRESS LAUNCH

Venue: Westminster Central Hall
Storeys Gate, London, SW1H 9NH

Time: 10 AM

Date: 1st October 2007

On Monday 1st of October, one of the widest and most comprehensive campaigns ever to be organised by British Muslims will be officially launched. The Islam-is-Peace campaign has already launched on the ground, with London being the scene for the start of a major nationwide advertising campaign. London buses have been carrying the message "Proud to Be a British Muslim; ISLAMISPEACE.ORG.UK" since the 24th of September 2007.

The Campaign aims to correct misconceptions about British Muslims and their faith and help create a more tolerant and inclusive society. In July this year, full-page advertisements were placed under the banner 'Muslims United' in leading tabloid and broadsheet papers clearly stating the Muslim community's unequivocal condemnation of all acts of terrorism. The advertising campaign on the tube, trains, stations and airports will emphasise the diversity and positive contribution of British Muslims and the integral role they play in everyday life.

Ifhat Shaheen-Smith, one of the campaign organisers said, *"in the current atmosphere of suspicion and fear about Islam and British Muslims, truth is often confused with fabrications and stereotypes. Prejudice has become entrenched and sensationalistic media reporting is creating a climate of paranoia. There is a desperate need for openness, mutual understanding and a mature debate."*

Through images of Muslims in various fields and professions, from medicine to the police service and from art to football, the adverts seek to emphasise that British Muslims are proud of their identity whilst playing their full role in making Britain a more united and prosperous society.

OFFICIAL LAUNCH

The official launch of the campaign will take place on the 1st of October 2007 at Westminster Central Hall. The ceremony will be attended by prominent figures from civil rights groups, politicians, community leaders and

representatives from faith groups.

The campaign is being launched at a special time - the month of Ramadan, a time for unity, solidarity, neighbourliness, sharing and community.

END

28th September 2007

Further comments on the campaign:

"This is a fantastic initiative. Islam is a faith whose primary focus is peace and submission to One God. This campaign will help to bust some of the myths about Islam and allow the true face of Islam to reach all parts of our country."

Sadiq Khan MP (Government Minister)

"The silent majority of Muslims are coming forward and now challenging the Islamophobia in sections of our media. It is a brave undertaking".

Dr Abdul Bari (Sec Gen MCB)

"We are pleased to support this initiative by young British Muslims who are standing up for their faith and their country. It is a commendable act of citizenship and reaching out to the wider community."

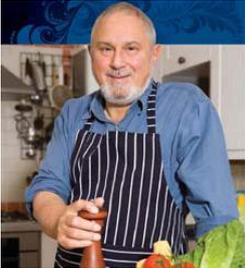
Dr Hany El Banna OBE (President Islamic Relief Worldwide)

For more information and to arrange interviews please contact:

Ihtisham Hibatullah on 07786 257120 or media@islamispiece.org.uk

Notes to the Editor

1. The launch ceremony will take place at Central Hall Westminster, Storeys Gate, Westminster London, SW1H 9NH at 10:30a.m.
2. The Islam-is-Peace campaign is an independent campaign, run by volunteers, and supported by a large number of Muslim organisations from across the United Kingdom.
3. The Campaign published a statement in national newspapers on 21st July 2005 and then Friday 6 July 2007, for more information please visit www.islamispiece.org.uk.



My name is Michael Barry OBE

- I have been a broadcaster and TV chef for many years
- I was one of the original architects of Classic FM and the first Programme Controller of Capital Radio
- I am passionate about promoting organic food and local produce

PROUD TO BE A BRITISH MUSLIM
ISLAMISPACE.ORG.UK



Members of the British Muslim Women's Football & Basketball Teams

PROUD TO BE A BRITISH MUSLIM
ISLAMISPACE.ORG.UK



My name is Diane Reeves

- I work for the Metropolitan Police Service
- I embraced Islam after reading the Quran and it offers me a positive sense of direction in life
- I feel it is my duty to protect my country, my fellow citizens and make our neighbourhood a safer place for everyone

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My name is Dr Usama Hassan. I'm an Imam & University Lecturer.

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My name is Dr Khuram Ajmal. I'm a GP.

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