

UNITED COLORS OF BENETTON CELEBRATES WORLD ANTI-RACISM DAY WITH MTV AND LIBERATION

21 March, 1996. To commemorate World Anti-Racism Day, Benetton has organized a number of special projects, in line with its commitment over the past decade to tolerance and the respect for diversity.

In conjunction with its campaign on racism - an image of three hearts with the slogan "black, white and yellow" - which culminated in the meeting of the international humanitarian organisation SOS Racisme held at Fabrica on 15th and 16th March, 43 five-second spots on the theme of tolerance will be shown on MTV Europe between 7 o'clock in the morning and 3 o'clock the following day.

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On the same day, the French newspaper "Libération", which has collaborated with Benetton in other campaigns on humanitarian issues, and the Italian daily "Il Manifesto", have printed their cover pages white on black.

High-resolution images are available in the section:
Image Gallery – Benetton Institutional Campaigns - Hearts