



[World Humanitarian Day](#) is a time to recognize those who face danger and adversity in order to help others. The day was designated by the General Assembly to coincide with the anniversary of the 2003 bombing of the United Nations headquarters in Baghdad, Iraq.

19 August, 2013 marks 10 years since that tragic event, which claimed 22 lives. This year, the international community will pause to remember those who died, as well as the dozens of aid workers, who have died in the years since.

But World Humanitarian Day is also an opportunity to celebrate the spirit that inspires humanitarian work around the globe.

This year the UN and its humanitarian partners are launching a ground-breaking month-long campaign called The world needs more... This is a first-of-its-kind project that will quite literally turn words into aid.

## **The World's first marketplace for words - Why words?**

Words are the most powerful currency we have. They are the way we all express ourselves; they are the path to diplomacy, peace and understanding. But imagine if you said the world needs more #shelter, and it actually created shelter for somebody?

This year we are launching a first-of-its-kind project to turn words into aid. To do this, we created the world's first marketplace for words. This allows brands, organizations and individuals to sponsor a word and raise the money that's needed to support humanitarian aid operations that help people in need.

The more you share and donate, the more we raise for humanitarian aid.

To get involved and to learn more about the campaign visit: [www.worldhumanitarianiday.org](http://www.worldhumanitarianiday.org)

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