# One Year Since the Invasion: New Series Highlights Everyday People Transformed by War into Heroes

**Thursday 23 February, 2023**

23 February, Kyiv - Prior to February 24, 2022, the people and organizations spotlighted in digital marketing agency Renaisssance3's latest initiative were content to be parents and children; musicians and poets; businesses and workers. The company's newest campaign, titled "24 for 24" in reference to the 24 change makers profiled–one for each of the 24 days leading up to the one-year anniversary of Russia's invasion of Ukraine–was conceived as a series to illustrate the power our collective humanity has to overcome the forces that seek to divide us.

In her "Diary of Lviv," Vlada Ralko writes, "The shock of war undermines ordinary perception of reality." But "If we are united, we will be able to defeat evil," insists Valentyna Polovnyka of Bickerstaff, a Ukrainian creative agency featured in the campaign.

Among the stories documented in "24 for 24" are those of a German father and daughter who, determined to assist the thousands of Ukrainians fleeing the bombs, journeyed 1,000 km from their home in Frankfurt to meet refugees flowing through the Polish border; an account of thousands of creatives who banded together to fight information warfare with the stated aim of preventing World War III; and Russian independent media, many in exile, who risk their security and livelihoods to provide accurate information to those who need it most.

Renaissance3–which launched Campaigns for Humanity in March 2022 as a global alliance of creatives, activists, and advertisers working toward peace in Ukraine–is an award-winning digital marketing agency that invests a portion of its profits in initiatives aligned with its guiding values of human rights, digital democracy, and more humane economies. For its work with Campaigns for Humanity, the company was named a Positive Change Winner at the 2022 KYIV International Advertising Festival.

As part of its renewed commitment to support peace in Ukraine as the war enters its second year, Renaissance3 has also announced €10,000 in funding, as well as technical and strategic support from its team of digital communications experts, for nongovernmental organizations or individuals working on projects to defend Ukrainian sovereignty. To submit a nomination, visit campaignsforhumanity.com/call-for-submissions.

Connect with the "24 for 24" campaign on Facebook, Instagram, and Twitter. To learn more about Renaissance3, please visit Renaissance3.com.

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