

COMMUNICATION KIT



#17 APRIL 2022 INTERNATIONAL DAY OF PEASANT STRUGGLE

WWW.VIACAMPESINA.ORG

#LVC30YEARS



The background features a detailed, light-colored illustration of a diverse group of people celebrating. In the center, a large banner is held up. To the left, a person is playing a guitar. In the foreground, several hands are shown holding gifts, including a large gift box and a smaller one. The scene is filled with people of various ages and ethnicities, some wearing traditional hats. The overall atmosphere is one of joy and community.

SLOGAN & HASHTAGS

**30 YEARS OF COLLECTIVE
STRUGGLE, HOPE AND
SOLIDARITY**

#LVC30YEARS #17APRIL2022

#NOFUTUREWITHOUTFOODSOVEREIGNTY

#FOODSOVEREIGNTYNOW

OFFICIAL POSTER

La Via Campesina has released an Official Poster for all our members and allies to mark our 30th anniversary.

Download the files [here](#)



#LVC30YEARS

PLANT NATIVE TREES!

Throughout this month of April, we are calling upon all our members and allies to plant native, indigenous trees in your farm, neighbourhood, backyard or garden - as a symbol of our collective existence, persistence and resistance.



Share the details of the trees you plant and the images/video messages on social media with hashtag **#LVC30Years** and tag **La Via Campesina**

Facebook /ViaCampesinaOfficial

Instagram @La_Via_Campesina_Official

Twitter(EN) @via_campesina

Twitter(ES) @via_campesinaSP

Twitter(FR) @ViaCampesinaFR

#LVC30YEARS

ORGANISE LOCAL EVENTS!



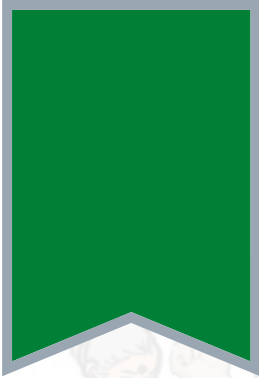
Starting 17 April and through the next 18 months, we encourage all our members and allies everywhere to hold events, **food donations, workshops, seed fairs, film festivals, music festivals that promote Food Sovereignty, Solidarity and Peasant Feminism.**

Email the schedule of these local events to lvcweb@viacampesina.org, and we will plot it on a global map of events.

Please mention the title of the event, location/date/time, event banner and contact details of the organizers.

Alternatively, you can also add the information to [this online form](#).

#LVC30YEARS



ANIMATION FILM: FACEBOOK PREMIERE



La Via Campesina will also release a short animation film on Food Sovereignty on 17 April 2022, premiere on [the official Facebook page](#) in English, Spanish and French. We encourage all our members to save the date, watch this film together, share it widely and spread the message of Food Sovereignty.

Visit La Via Campesina's video archives [on Vimeo](#), curate your collections and screen local film festivals to spread the message of agroecology and food sovereignty

#LVC30YEARS



All this and more!

Visit www.viacampesina.org and check out our call to action, for more mobilization ideas!

How to Tag us?

Facebook **/ViaCampesinaOfficial**
Instagram **@La_Via_Campesina_Official**
Twitter(EN) **@via_campesina**
Twitter(ES) **@via_campesinaSP**
Twitter(FR) **@ViaCampesinaFR**

Email the schedule of local events to lvcweb@viacampesina.org
Alternatively, you can also add the information to [this online form](#).

#LVC30YEARS