

## WESTERN NEWS

# VCB joins with H'Morrison to observe World Dignity Day

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BOGUE, St James — Double Olympic gold medalist and World Indoors 60m champion Veronica Campbell Brown on Wednesday helped to launch Jamaica's inaugural observation of World Dignity Day at the Herbert Morrison Technical High School here.

The 10-time global medalist, her manager Claude Bryan as well as Montego Bay's Reverend Alvin Clarke addressed a classroom of students chosen from all grades across the school.



Olympic champion Veronica Campbell Brown and Montego Bay's Reverend Alvin Clarke at Wednesday's observance of World Dignity Day. (Photo: Paul Reid)



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World Dignity Day, which was celebrated on October 20 this year and was co-founded by His Royal Highness Crown Prince Haakon Magnus of Norway, philosopher and professor at the Helsinki Institute of Technology Pekka Himanen and US philanthropic entrepreneur John Hope Bryant. Other forces behind the phenomenon include Richard Branson of Virgin Atlantic Airways and Bishop Desmond Tutu of South Africa.

The principles of Dignity Day are, according to its organisers, based on both ethics and enlightened self-interest.

After addressing the students for more than an hour on Wednesday, Campbell Brown told the Observer West it was easy for her to get involved when approached.

"It wasn't a hard decision to get involved. It is helping others, teaching them how to and how important it is to show respect to others, if you want respect you have to give respect and live our lives morally and ethically," she said.

Campbell Brown who was accompanied by her husband Omar, told the Observer West:

"I believe that every human being has the right to live a dignified life. Too many people lack dignity in their lives and this is something we need to speak out more about."

She said the time spent with the children was "great" adding that it would be good to extend the concept to more schools next year.

Bryan told the Observer West that he became involved and decided to start with Herbert Morrison on being approached by Bryant, a neighbour in Atlanta, but said it was the plan to expand it further next year.

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