

VareseNews

“I’m just like you, too,” and we’re saying it on YouTube

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"ANCHE IO sono come te." I’m just like you, too. It’s a simple, direct, immediate message, and one that is universally true. This is the heart of a new campaign that the editorial staff of VareseNews have decided to promote for 2010, and which, with the help of you readers, we hope to be able to take all around the world.

This is the idea: we wrote a very direct message, one about equality. We took this message, which ends with the slogan “I’m just like you, too”, to the centre of Varese, and got the people in the street to read it out. This is the video that we made.

Then, we asked a number of famous personalities, from the worlds of show-business and culture, to read the message. Those that have already taken part include Beppe Sannino, Betty and Chicco Colombo, Max Cavallari, from the “Fichi d’India” comedy duo, the comics from the Zelig Cabaret Club, Federico Basso, Gianni Cinelli, Katia&Valeria and Teresa Mannino. And many others are soon going to take part.

Of course, you can contribute, too! If you agree with this message, what we ask you to do is to video yourselves reading it, and to upload the video to YouTube. You can simply read it, or sing it, or perform, it in a humorous or serious manner ... give free rein to your imaginations. Help us to spread our message, and tell us about your videos. The “I’m just like you, too” campaign will grow with time, and will culminate in September, when we come together, at an event in Schiranna, near Varese, to reaffirm the message. You can find the message on the official website of the campaign, and on our Facebook page, you can help us to promote our campaign. Whether you live in Varese, or in Managua, we are putting our faith in you!

In the meantime, here are some of the videos we’ve already collected ...

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