

**Loesje International calls out by organising  
a [World Sticking Day](#)**



**On the third of May, coinciding with World Press Freedom Day, Loesje International organizes the World Sticking Day. Loesje calls out to participants and activists from all over the world to set a positive example of the practical use of free speech through a bundle of activities, including poster sticking and poster spotting. The organisation has put up a special campaign website for this.**

[World Press Freedom Day](#), established by the UN, is acknowledged worldwide. For almost ten years, Loesje enthusiasts have written and translated posters about the freedom of press and opinion in several different languages, which are all available for free on her website. For May 3rd, Loesje asks people to spread the posters, but also to make photo's of them and upload those to the World Sticking Day map. In previous editions, posters were spotted in as far flung places as Nepal, Israel, Russia and all over western and central Europe.

The organisation wants to devote the day to Article 19 of the [Universal Declaration of Human Rights](#), which describes the freedom of opinion and expression as basic rights of everybody. Loesje-posters are not just meant for people who struggle with censorship, but also for those in safer countries to celebrate that their obtained freedom is a fragile achievement.

A spokesperson for the organisation says about spreading the posters: “There are no strict rules on how to do it, but we see it as a quest for creativity: Join in with other press freedom events, organise flashmobs, pass them as flyers, bind them on balloons, as banners in windows, use bodypainting, but whichever way, use your freedom of expression on World Sticking Day”.

To access all of Loesjes' posters and to discover more about her, please visit [www.loesje.org](http://www.loesje.org).

If you have further questions about this campaign, please write to [worldstickingday@loesje.org](mailto:worldstickingday@loesje.org)