

**FOR IMMEDIATE RELEASE**

## **Hostelling International Launches 'Say HI for Peace' campaign to Cultivate a Culture of Peace**

September 21, 2024– Hostelling International (HI) is thrilled to announce the launch of its annual "Say HI for Peace" campaign, a global initiative aimed at promoting peace, unity, and understanding through travel and cultural exchange. Running throughout September, the campaign aligns with the United Nations' 2024 theme for the International Day of Peace, "Cultivating a Culture of Peace," by fostering connections and dialogue among travellers worldwide.

The 'Say HI for Peace' campaign's origins date back to 2013, when it was initiated by HI USA as a response to the Boston marathon bombings. In its essence it is designed to engage travellers, communities, and hostels in activities or events that encourage peaceful interactions and intercultural understanding, to show how travelling can prevent conflict and thus bring about peace. This year's campaign will feature a variety of events and activities, including peace-themed workshops, art exhibitions, fundraising campaigns, a music Playlist for Peace and various community projects across HI hostels in over 30 countries. The highlight of which will be a world record attempt for the longest BBQ stick bread at HI's World Conference in Berlin, showcasing intercultural collaboration and the spirit of breaking bread together.

At HI USA, we're excited to announce a series of impactful events across all our hostel locations to celebrate peace. Our festivities include interactive peace dove displays where guests can share their thoughts on peace, the distribution of Say HI For Peace buttons to express support, and staff proudly wearing Say HI For Peace t-shirts. Additionally, we're hosting morning yoga sessions, peace-themed welcome parties, artistic creations such as peace-themed crafting hours, and the creation of a collaborative peace-themed mural.

"At HI USA, our staff has harnessed their creativity and personal visions of peace to curate these unique events. These activities offer guests a chance to reflect on inner peace and global peace, while also connecting with fellow travelers from around the world," said Kassi Oliver, Sr. Director of Engagement and Volunteer Services at HI USA.

'Say HI for Peace' embodies HI's mission to connect people from different backgrounds and promote mutual respect and dialogue through travel. By participating in this campaign, travellers are encouraged to explore the world with an open mind, embracing the diversity that makes our global community unique.

The UN's 2024 theme, "Cultivating a Culture of Peace," emphasizes the importance of fostering an environment where peace can thrive through education, social cohesion, and cultural appreciation. Hostelling International is proud to align with this theme by encouraging travellers to engage in meaningful exchanges that break down barriers and build bridges of understanding.

*"HI was formed to help promote peace in the wake of WW1, 100 years ago. We set out to support and empower a disillusioned youth by providing opportunities for travel and cultural exchange – and our mission is just as important now as it ever was. We believe that every journey offers a chance to create connection and foster mutual understanding. Our 'Say HI! for Peace' campaign is a powerful reminder that by embracing diversity and engaging in meaningful dialogue, we can contribute to a more peaceful and united world. This year our campaign not only aligns with the UN's call to cultivate a culture of peace but also reflects our ongoing commitment to making the world a better place, one hostel stay at a time." says Brianda Lopez, CEO of Hostelling International.*

**For more information about the campaign, please visit [www.hihostels.com/say-hi-for-peace](http://www.hihostels.com/say-hi-for-peace)**

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**About HI USA Hostelling International USA (HI USA)** is a nonprofit, member organization founded on an enduring belief in the power of travel to foster a deeper understanding of people, places, and the world. HI USA promotes a dynamic community of global citizens who have the wisdom and humanity to actively make the world a better place. As the nation's leading hostel brand, HI USA hosted more than 6overnight stays in 2019, with guests from more than 100 countries. For over 80 years, HI USA has provided a network of affordable hostels in converted mansions, reinvented lighthouses, and historic urban buildings across the country. Visit [hiusa.org](http://hiusa.org) for more information. HI USA is part of Hostelling International (HI), a collection of hostels in nearly 90 countries, whose roots stretch back to the beginning of the hostelling movement more than 100 years ago. The HI brand is a seal of approval recognized around the world.

**About Hostelling International:** a global not-for-profit organisation with a network of hostels in more than 50 countries, HI is dedicated to promoting sustainable and meaningful travel experiences. Through its diverse programs and initiatives, HI aims to foster intercultural understanding and create a more peaceful world.