



Liveforpeace.org Media Backgrounder

About the campaign

At a Canada-wide meeting in 2008, the delegates of Mennonite Church Canada voted overwhelmingly in favour of a campaign that would advocate strongly to promote the message of non-violent peace building in the public square.

Lots of ideas for venues were discussed: TV ads during popular sports casts, bold, full page print ads in national newspapers, and more. Research revealed that high impact print and broadcast media was not financially viable, but a modest outdoor advertising campaign – and other creative use of media – might be possible.

A team was assembled to develop and test messaging. They understood that the audience is diverse, and various demographics would respond to one but not another kind of message. It was also understood that the messages must not offend those who have made choices to defend their beliefs militarily. Respect is a key ingredient in peace building, and we have sought to honour that value on the liveforpeace.org web site and the advertising campaign.

About the Sponsors

LiveForPeace.org represents a small part of a larger group of Christians who come from a family of churches often called the "Historic Peace Churches.

Our small component of the Historic Peace Churches – the Mennonite Church – has five centuries of history as a peace church. This web site is, in part, a response to a need to encourage others to live for peace in ways that do prevent the use of force to address conflict. We're a small group who has managed only a small dent in the big picture of world peace.

We come from a Reformation branch of Christians who deeply believe that when Jesus walked the earth, he walked it as a non-violent peace builder. There is a strong biblical case for non-violent peace, and there are hundreds of stories Mennonite history can tell which illustrate that non-violent peace building works. There are probably an equal number of stories of Mennonites for whom non-resistance and negotiation did not work; many of them [sacrificed their lives rather than compromise their beliefs](#), or died refusing to fight back or take another person's life.

There continue to be persons who risk their lives for their peace building beliefs in conflict-ridden places like Colombia, Philippines, Iraq, and Afghanistan. These people are taking the same risk as soldiers who fight for peace.