

## WORLD RED CROSS DAY

Drawing inspiration from the 1976 World Day slogan “Red Cross is Young”, many National Societies prepared, for 8 May, national programmes comprising various events demonstrating that the Red Cross is a greater living force than ever, and that under its emblem it must rally good will and voluntary service in every country. This can be seen from the League publication *Panorama*<sup>1</sup> which summarizes reports from 52 Societies which had mobilized all their resources to celebrate the occasion. It mentions, to quote but one example, the Red Cross parachutists, the lifeboat crews, the youth lifeguards and the first-aid brigades who were the stars of a day-long programme in Spain designed to make natural disaster relief methods known to the general public.

Effective use of the communications media gave the World Day a wide public. Radio and press devoted an incalculable number of broadcast hours and pages of copy to it, and the film illustrating this year’s theme was shown to television audiences far and wide.

The slogan for World Day 1977:

*Peace through people*

adopted by the League Board of Governors, was chosen “to call public attention to the contribution Red Cross makes to tolerance and understanding—a climate of peace—by uniting people in countries around the world under a symbol of solidarity and service”.

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<sup>1</sup> 1976, No. 4.