

# **PTY Startup launches “OurVoice” App to Empower Global Youth**

*A digital hub encouraging young people (14-25) to get involved in local civic issues on a global scale.*

MUNICH— (BUSINESS WIRE) —November 4th, 2020 —Social disparities and injustices revealed during COVID-19 are revolutionizing digital activism and awaken the Youth's drive to make a difference in their community and future. PTY startup developed “OurVoice”—an app that bridges youngsters around the world through social justice groups, resources, and strategies to mobilize change in their local communities.

Amidst the pandemic, climate change, and BLM movement, the life of the youth may seem limited, lonelier, and less empowered to make the change they want to see in the world as they spend more time indoors at home. However, despite these assumptions, youth have found creative ways online to mobilize via hashtags, tweets, TikToks, Whatsapp texts, and Instagram posts that boasts tens of thousands of followings and awareness. The difficulty is that with many different social issues occurring online, student activists like Lisa find it hard to engage in the movement she cares about without it being so overwhelming and lost when she is at home.

***“I sometimes feel so lonely at home and seeing the protests around the world, I want to help out, but I can’t because I am also scared of my health. There are so many groups to join, I’m not sure which one matches my interests, and I’m not sure how to apply this in my own community of Munich.”***

**- Lisa Winter, 19 years old, Munich, Germany**

PTY does not underestimate the power of this generation with their release of “OurVoice”, a digital hub developed by youth, designed for the youth. Through this app, young people around the world can rejuvenate each other beyond borders and unique differences—engaging in online discussion forums, polls, resources, virtual workshops, and events related to their social causes and interests. Global youth share a common vision to make a social change that positively shapes their future and “OurVoice” empowers that vision by amplifying youth voices.

***“Inspired by the young activists around the world, we believe in listening and amplifying the voices of our generation so that our opinions and demands are heard and met. Our generation is tired and frustrated by lack of leadership, thereby, we have created a digital hub that unites Youth Voices as a community that supports one another, no matter their location and level of activism. This is a global community that provides information resources, strategies, training, and candid discussions for our generation to thrive and implement change in their own neighborhoods. Our hope is for a more globally connected generation that strives for a sustainable and equitable future.”***

**- Founders of PTY Startup and “OurVoice” App**

How it Works:

1. Germany undergoes another Lockdown, and she cannot attend FFF protests or organization meetings in person. She feels lonely and helpless alone.
2. She downloads the *OurVoice* app based on 5-Star ratings from her friends. She is amazed at how easy it was to navigate various interest groups, locate allies in her communities and in other countries.
3. She can join a variety of social causes and interest groups, related to Youth.
4. She can chat/participate in online discussions. She can attend digital workshops, find international or local resources (flyers, volunteer opportunities, infographics, readings, etc).
5. Best of all, she can take what she's learned, meet friends online, or find friends locally that share similar interests, to virtually meet up. She now has the knowledge and tools to implement organizing social change in Munich.
6. After the pandemic, she can still use this app to organize, have polls, discussion, and stay up to date on topics she cares about --bridging local and global resources through this digital hub.

***“This app not only helps me stay connected with my friends and locals in Munich that care about Climate Change, but I also feel empowered to earn from Youth leaders around the world and apply my own opinions in the decision-making processes to my community. When Corona came, I was feeling really helpless and lonely, I wanted to make a difference but I couldn’t. Despite the social distancing, I am now able to meet my friends virtually, participate in online workshops and internships that relate to environmental justice, and make new friends around the world that are doing similar activist work.”***

**- Lisa Winter, 19 years old.**

In a world of injustice, PTY believes that Youth has the power to lead positively and “OurVoice” provides that digital hub for community and hope-building. With an international network, users will have a globalized knowledge of skillsets, resources, and strategies for decision-making. Youth activists and organizations around the world can focus on a variety of social causes (Fridays for Future, Black Lives matter, Housing Equity, Food Systems, Voting, etc). Ultimately “OurVoice” app empowers and amplifies youth voices where demands and actions are talents seriously to implement social change and disrupt the status quo.

*Are you a youth that is interested in getting involved in your community? Download and join OurVoice. There is a space for everyone and know that your voice matters in shaping our future.*

*For more press inquiries or potential collaborations, please contact PTY Startup PR at:*  
[pty-ourvoices@pty.com](mailto:pty-ourvoices@pty.com)