



~ August 23rd 2013 ~

With Syria's war well into its third year, the number of Syrian children forced to flee their homeland as refugees has now reached one million.



Upon reaching this **tragic milestone**, UNHCR and UNICEF teamed up to launch a **global media campaign** to raise awareness of how the ongoing Syria crisis is affecting **the lives of children**.

CAMPAIGN HIGHLIGHTS

OP-ED ARTICLE

The anger of Syria's child refugees will be felt for years to come

written by

António Guterres

and

Anthony Lake

via

theguardian.com

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The anger of Syria's child refugees will be felt for years to come

There are now 1 million Syrian refugee children. More must be done to stop the conflict laying waste to the next generation

António Guterres and Anthony Lake
theguardian.com, Friday 23 August 2013 11.34 BST

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'Robbed of schooling – indeed, in many ways, robbed of their childhood – how will these Syrian children recover, and some day even thrive?' Photograph: Jamal Nasrallah/EPA

This week, as another Syrian child crossed the border, fleeing the horrors of a war now in its third destructive year, we passed a new milestone of global shame. This was the one millionth child forced from Syria since the horrors began.

Imagine that child. Forced from a community under gunfire. Walking, often for several days, in search of safety. Then, in exile, forced to live in

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JOINT PRESS RELEASE

A Million Refugee Children Mark Shameful Milestone in Syria Crisis

With Syria's war well into its third year, the number of Syrian children forced to flee their homeland as refugees has now reached one million.

"This one millionth child refugee is not just another number," said UNICEF Executive Director Anthony Lake. "This is a real child ripped from home, maybe even from a family, facing horrors we can only begin to comprehend."

"We must all share the shame," said Lake, "because while we work to alleviate the suffering of those affected by this crisis, the global community has failed in its responsibility to this child. We should stop and ask ourselves how, in all conscience, we can continue to fail the children of Syria."

"What is at stake is nothing less than the survival and wellbeing of a generation of innocents," said UNHCR High Commissioner António Guterres. "The youth of Syria are losing their homes, their family members and their futures. Even after they have crossed a border to safety, they are traumatized, depressed and in need of a reason for hope."

Children make up half of all refugees from the Syria conflict, according to the two agencies. Most have arrived in Lebanon, Jordan, Turkey, Iraq and Egypt. Increasingly, Syrians are fleeing to North Africa and Europe.

[READ FULL PRESS RELEASE](#)

“ This one millionth child refugee is not just another number. This is a real child ripped from home, maybe even from a family, facing horrors we can only begin to comprehend. ”

~ Anthony Lake, UNICEF Executive Director

“ The youth of Syria are losing their homes, their family members and their futures. Even after they have crossed a border to safety, they are traumatized, depressed and in need of a reason for hope. ”

~ António Guterres, UNHCR High Commissioner

C A M P A I G N H I G H L I G H T S

CHILDREN OF SYRIA WEBSITE

childrenofsyria.info

a microsite launched by UNICEF
to help raise awareness and aid
for the children suffering
through the Syria crisis.

Over
100 entries
have been published by
offices around the region.

[VISIT WEBSITE](http://childrenofsyria.info)

#ChildrenofSyria

Our role? Do what it takes to provide them with
what they need to survive and recover



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THE CRISIS IN NUMBERS

Inside Syria

3,128,000

That's the number of children living in dire situations inside Syria: poverty, displacement and caught in the lines of fire.

In the sub-region

1,069,849

That's how many children of Syria now live as refugees in Lebanon, Jordan, Iraq, Turkey, Egypt and other countries in North Africa.



Last updated: 20 September 2013

STORIES



With gaps in their education, girl refugees worry about their future
30 SEPTEMBER 2013



WASH "Information saves lives," mapping the needs in Iraq's refugee camps
26 SEPTEMBER 2013



Adla: A teenage girl with no change of clothes
25 SEPTEMBER 2013



A mother wishes for peace for her children's sake
25 SEPTEMBER 2013



Support for Syrian children who arrive at Za'atari refugee camp, Jordan – alone



UN assessment mission assesses humanitarian needs in Syria's Dara'a

CAMPAIGN HIGHLIGHTS

VIDEO COVERAGE



Our main campaign video received

32,644
youtube views
in
140 COUNTRIES

This number includes the combined youtube views of our main campaign video broadcast on UNHCR and UNICEF's youtube accounts. It does not include the **thousands of additional views** received by our additional campaign videos, broadcast news exposure, or third-party youtube publishings.

additional videos featured
in broadcast media and youtube

“ We were in the house when they started bombing our house and we cried so many times. Then we came here, Lebanon. ”

~ Aya, age 8, speaking in "Lebanon: Aya Talks"

CAMPAIGN HIGHLIGHTS
INFOGRAPHICS

Our campaign infographics were translated into

5 LANGUAGES:

Arabic, English, German, Italian & Spanish

and shared with numerous markets worldwide.

**“What is happening to the children of Syria
is horrific ... We must not look away.”**



– Angelina Jolie, UNHCR Special Envoy

**“What is at stake is nothing less
than the survival and well-being of
a generation of
innocents”**

– António Guterres, United Nations
High Commissioner for Refugees



#childrenofsyria

1 MILLION
Syrian children are refugees



That's 16,000 school buses filled with kids.



donate.unhcr.org/syria

**1 million Syrian children
are refugees**



That's how many kids live in
Boston & Los Angeles.
Combined.



[imagine a city without kids](http://imagine.unhcr.org)

donate.unhcr.org/syria

The English infographics
alone amassed over

8,000

Facebook “likes” via UNHCR

- and -
contributed to UNHCR's
record performance of

3,823

retweets in one day.

CAMPAIGN HIGHLIGHTS
PHOTOS

1 Million Refugee Children

(set of 6 photos)

With Syria's civil war well into its third year, another depressing marker has been crossed – one million Syrian children now live as refugees. The milestone comes as nearly 2 million Syrians – adults and children – have fled violence into other countries. Below are a series of UNHCR photos, available to media to illustrate this topic.

All photos: UNHCR/photographer



Syria's Latest Grim Statistic: One Million Children in Exile

(set of 13 photos)

With Syria's civil war well into its third year, the United Nations estimates that there are now more than 1 million Syrian children living outside their country as refugees. They include eight-year-old Aya, who was forced to flee with her family to Lebanon in 2011...[read more](#).



Children of Syria

(set of 4 photos)

Children living in the Za'atri refugee camp in Jordan tell us about the lives and people they left behind, and the things they miss the most about their homeland.

All photos UNICEF MENA/2013/Arturo Romboli

CAMPAIGN HIGHLIGHTS

SOCIAL MEDIA

On August 23rd-26th, celebrity posts, including tweets from UNICEF Goodwill Ambassador Mia Farrow, UNHCR Goodwill Ambassador Osvaldo Laport, UNHCR supporter Neil Gaiman and British actor/writer Stephen Fry

achieved a social reach of

62.9 MILLION

Most Facebook likes ever for UNHCR in one day:

18,406

Most retweets ever for UNHCR in one day:

3,823

MOST POPULAR CAMPAIGN TWEETS

-  **UNICEF @UNICEF** 23 Aug 1m Syrian child refugees is 1m too many. We join with @refugees to say ENOUGH! <http://uni.cf/1mcPR> #childrenofsyria
-  **UN Refugee Agency @Refugees** 23 Aug !!Emergency!! 1 million Syrian children are refugees! Don't abandon them. RT, wake the world up #ChildrenofSyria
-  **UNICEF @UNICEF** 23 Aug #UNHCR this week registers 1 millionth Syrian child refugee. 1 million #childrenofsyria robbed of their childhood <http://uni.cf/1mcPR>
-  **UN Refugee Agency @Refugees** 23 Aug Along with @UNICEF, we estimate that 2 million #childrenofsyria have been displaced inside #Syria. Childhoods lost. <http://t.co/TrqVrLZGZb>

3,094+
UNHCR retweets

4,323+
UNICEF retweets

MOST POPULAR FACEBOOK POSTS



Our Facebook campaigns spanned numerous markets in many languages.

The UNHCR infographic posts in English-speaking markets collectively generated more than:

**17,482 likes,
1,420 comments
and 6,776 shares.**

UNICEF's campaign-related posts in English-speaking markets brought in:

**53,200 likes,
2,104 comments
and 8,038 shares.**

CAMPAIGN HIGHLIGHTS

BROADCAST MEDIA COVERAGE

UK, US and Middle East

The campaign generated coverage in the world's top news outlets, including:

ABC, Al Arabiya, Al Hurra, Al Jazeera, BBC (global and Arabic), BBC World News, Bloomberg, CBC Canada, CBS, CNN (US and Arabic), Elaph, Euronews (English and Arabic), Fox News, France 24, Huffington Post, ITV, NBC, Reuters, Sky News (English and Arabic), The Guardian, The Independent, The Telegraph, USA Today, Washington Post and Yahoo



CAMPAIGN HIGHLIGHTS

PRINT & ONLINE

The campaign generated significant print and online news coverage:

1,752 / **86**
ARTICLES / **COUNTRIES**

Featured on: Aawsat, Ahram, Al Arabiya, Al Bayan, Al Hurra, Alriyadh, BBC, BBC Middle East, Bloomberg, BuzzFeed, CBS News, CNN, Daily Express, Daily Mail, Elaph, Euronews, Euronews Arabic, Fox News, Fox News (AFP), France 24 (AFP), Gulf in the Media, Handelsblatt, Huffington Post, ITV, Mail Online, Metro, NBC, Qatar News Agency, Raya, Reuters, Sky News Arabia, The Guardian, The Independent, The Telegraph, Time, USA Today, Voice of America, Washington Post (AP), Yahoo! UK and Yahoo! France (AFP)

A screenshot of the NBC News website. At the top, there's a navigation bar with links like "About Us", "Contact", "Feedback", "Help Center", "Meet NBC News", "Press", "Advertising", and "Feedback". Below the navigation is a horizontal menu with categories: "Home", "World", "Politics", "Business", "Sports", "Entertainment", "Health", "Tech & Science", "Travel", "Local", and "Weather". The main headline is "Ann Curry Reporting Our World" with a photo of her in a white shirt and tie, sitting in the back of a white van. Below the headline is a sub-headline: "Exclusive: One million children are now refugees from Syria". To the left of the main content is a sidebar with three buttons: "Home", "Twitter", and "Email". The main content area features a video player showing a man in a suit and tie speaking. The video has a play button, a timestamp of "0:26", and a progress bar. Below the video, there's a caption: "By Ann Curry". A large text block follows: "As an exclusive correspondent with NBC News, the United Nations' refugee chief said that the one million Syria has reached a 'tipping point' in its refugee crisis, with one million children now become refugees. 71 percent of them are under the age of 18. Speaking at a news conference in Geneva, High Commissioner for Refugees Antonio Guterres also said it is 'addition to the one million who have fled' to Syria. Right now, he says, the refugee agency is facing a funding deficit, and 'we are asking for additional contributions. Once received, we will be able to continue what we are doing'. Guterres' message is clear: help prevent Syria's children from becoming refugees by supporting the UNHCR's efforts to help them.

A screenshot of the Reuters website's video player. The video thumbnail shows a vast camp of tents under a clear sky. The video title above the thumbnail reads "Syria records its millionth child refugee (1:19)". Below the video player, there is a horizontal navigation bar with links like Home, Business, World, U.S., Tech, Science, Opinion, Breakingnews, Sports, U.S., Politics, and Video. At the top right, there are links for Register, Log In, and Search News & Content. A yellow "VIDEO" button is located in the top right corner of the main content area.

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23 August 2013 Last updated at 12:30

Zaatari refugee camp: The children living in limbo

About two million people have fled over Syria's borders to escape the bloody internal battle engulfing the country. The latest figures in the UN show one in three of them are children.

Many of the 1.5 million people who have taken refuge in neighbouring countries, but 130,000 of them are now living in a three-square-kilometre area just outside Jordan - known as the sprawling Zaatari refugee camp - half of the camp's population is under 18.

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Take a tour of Zaatari camp and see the children there and their daily life.

The image shows the CBS News website homepage. At the top, there is a navigation bar with links for Video, BBG, World, Politics, Entertainment, Health, and More. Below the navigation is a red banner with the text "AND SEE WHAT YOU'VE BEEN MISSING" and a "try now" button. The main headline is "After the Arab Spring". Below the headline, there are two sections: one for "EXPLODE" news (Egypt, Syria, Libya) and one for "THREADS" (Egypt, Syria, Libya, More). There are also two images: one of Barack Obama speaking and another of refugees. The overall layout is clean and modern.

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Micron's CEO Believes Intel's Profitability is 'Undermined' by the Chip Shortage



Michael Bloomberg: Tesla's Model Y Will Be 'One of the Best-Selling Vehicles in the World'



Google's Plan to Track Emotions Through Your Eyes