



Silence is complicity. Hearing those words recently, it felt like an echo from a time long ago and far away. A time when people were afraid to speak up, afraid to rock the boat, afraid to be singled out. Eighty years ago, as we recall today on Yom Hashoah (Holocaust Remembrance Day), Europe was in the grip of a madman, Adolf Hitler. But one madman as we know did not, and could not, have acted alone. He relied on the cooperation of many people--and the silence of even more.

I was a small boy growing up in Poland and Hungary. I got caught up in the middle of the madness, unable to know how it would affect me and the entire world around me. Like many, I felt powerless. What could one person, one child, do? All I could do was try to survive, and somehow--through four concentration camps, two death marches and two death trains -- I did. I wish I could say the same of so many others.

Since the end of World War II, we have told ourselves **'Never Again.'** **Never again will we allow the seeds of hate, intolerance, and bullying to sprout and overtake our society. Never again will we allow destructive voices to dominate. Never again will we remain silent.**

And yet, right now, we face an epidemic across America and the world. More and more it seems like people are willing to spread lies, intimidate each other, and find ways to separate and divide us. This is a recipe that those of us who ZACHOR -- remember -- know all too well. We think that they are "just words" and that it will never go beyond that. But as we have seen recently, it can easily go beyond that.

Am I being dramatic? Maybe. I certainly hope so. But I also believe there is a very simple and direct way to stop this epidemic before it starts: Meet the voices of hate and intolerance, meet the bullies, with the same level of response. But a response of peace, a response of love, a response of compassion.

But how do we do this and make sure the world can hear us?

I thought about this a lot as I have travelled with the ZACHOR Foundation, an organization I created with my family to help keep the lessons of the Holocaust alive. It almost always happens that when I tell my story to a group of people of any age, someone will come up to me afterward and ask what they can do, how they can make a difference. And so, we started I-SHOUT-OUT.org.

The idea of I-SHOUT-OUT.org is simple. It's a place where everyone can sign up and with a few simple clicks let the world know what they are [SHOUTING-OUT](#) for, or against. [SHOUT-OUT for freedom.](#) [SHOUT-OUT against bullying.](#) [SHOUT-OUT to stop gun violence.](#) [SHOUT-OUT against intolerance.](#) [SHOUT-OUT to never forget.](#) And so on. The site records your name, age and location so that the world can see now, and for generations to come, that you took part. And we intend to keep the site going long after I am gone, so that future generations can see your [SHOUT-OUT](#) too.

I know what you're thinking: What is A 90-year-old man doing talking about websites? Shouldn't I be wishing for the days of rotary telephones and fax machines? But technology is an incredible thing. It's the key to communication, and controlling communication - remember, it is also a way for evil to spread and dominate. That is why we must take advantage of our social and digital networks to spread positive messages and **stop intolerance before intolerance stops us.**

The online-SHOUT is available to anyone, of any age, and any religion, and it takes about sixty seconds. We have already collected thousands of [SHOUT-OUTs](#) from people as close as my next door neighbor to as far away as South Africa. But we want to get more, hundreds of thousands more, even millions more. In fact, we'd like to have [six million SHOUT-OUTs to equal the six million voices silenced in the Holocaust.](#) Sound crazy? Maybe. But every voice can make a difference. Including yours.

The ZACHOR Holocaust Remembrance Foundation is funding this movement so everyone can speak [UP](#) and [OUT](#) for what they believe in. Should you want to be part of our initiative, please feel free to reach out and/or donate for continued awareness and education. To learn more about our mission, please [click here.](#)

So what are you waiting for? [SHOUT-OUT](#) today. [SHOUT-OUT](#) now.

[SHOUT-OUT NOW](#)

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What Can You Do? SHOUT!

Given today's political and social landscape, today is the day to make a difference and stand up for what you believe in. Check out our new photo upload and share feature. What are you waiting for? Try it out and [SHOUT-OUT](#) today!