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## Who We Are

ITISAPARTHEID.ORG is a grass roots effort made up of activists, students, academics, young people, older people, Jews, Christians, Muslims, Palestinians and Israelis. We have no budget to speak of -- we put money in the pot when we need it. We invite you to join the campaign, start a group in your town, or put up a sign or banner. Find out more on the [GET INVOLVED](#) page.

The purpose of the ITISAPARTHEID.ORG web site is to use the tools of the internet and our own ingenuity to spread the word about israeli apartheid. This is sometimes referred to as [Viral Marketing](#) or a [Guerrilla Marketing](#) campaign by web savvy people.

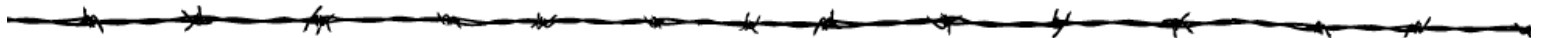
Our facts are meticulously researched and can be a tool for helping to change how people think about the Palestinian-Israeli conflict. Since the media by and large ignore or are afraid to print the truth, it is our job to get the word out in other ways. You can help by putting ITISAPARTHEID.ORG everywhere you can think of.

Instead of a big advertising budget we rely on our own inventiveness, creativity, social networking and public displays of the phrase ITISAPARTHEID.ORG to spread the word about the web site and israeli apartheid.

When people see the phrase ITISAPARTHEID.ORG multiple times, it will start to challenge the way people think about the conflict and some will come to the web site for more information.

### We want you to put the phrase ITISAPARTHEID.ORG everywhere:

Put a bumper sticker on your car, or hang it on a banner. Use the tools of the internet to spread the word: blog about the site, or link the site to your Facebook page. For more ideas go to our [GET INVOLVED](#) page.

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