



Promotion of Social Cohesion

WINNER

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Network Ten The Project
Send Forgiveness Viral

Muslim immigration and even the internment of Muslim Australians.
The hostility shown to this minority dominated news services, perhaps heightening the fear experienced by all Australians during a tense climate of division and intolerance.

Send Forgiveness Viral sought to engage its audience with a clear message; to promote not only respect and understanding, but also forgiveness of those who resort to reckless and destructive language.

