

○ BRASIL FALA - Conversa que transforma

My Country Talks is an award-winning dialogue initiative with the goal to bridge divides by providing a platform for conversations across political divides. My Country Talks has **connected over 290,000 participants in over 100 countries worldwide**, partnering with international media outlets, such as *USA Today* (USA), *The Mirror* (UK), or *El Tiempo* (Colombia).

90%

would participate again in an event

80%

were happy with their conversations

60%

would stay in touch with their partner

up to 50%

reduction in discrimination against political opponents

Bridging political divides, one conversation at a time



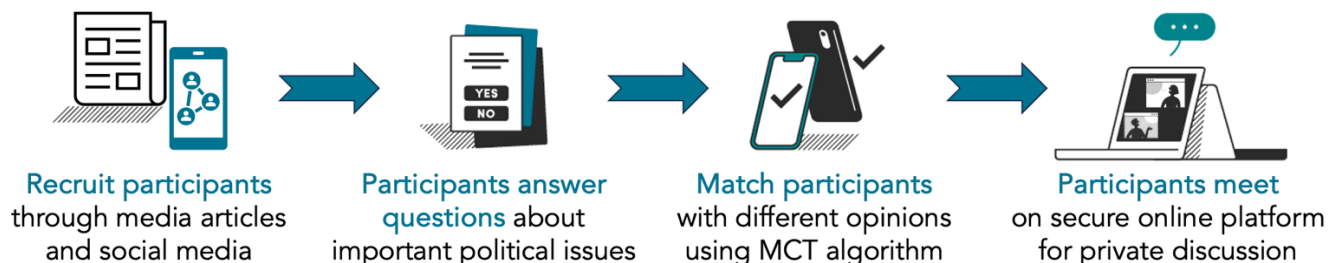
What is ○ BRASIL FALA?

Democracy in Brazil is at a critical juncture. Rising political polarization between the left and the right has created an environment in which Brazilians are less and less willing to talk with the other side. Now is the time to act and bring Brazilians back together!

In 2024, My Country Talks will launch **○ BRASIL FALA** jointly with a research team at **Stanford University (USA)**, and **Instituto SIVIS**, a Brazilian nonprofit and nonpartisan think-tank.

○ BRASIL FALA will connect more than 10,000 Brazilians for a conversation across political divides! Our program will cultivate healthy dialogue and strengthen democracy in Brazil.

How will ○ BRASIL FALA work?



O BRASIL FALA – Get Involved

Join the **O BRASIL FALA Alliance as a media partner!** Media partners are a crucial building block of the initiative: you will support O BRASIL FALA in recruiting participants **and receive access to the results and participants' testimonials for exclusive coverage.**

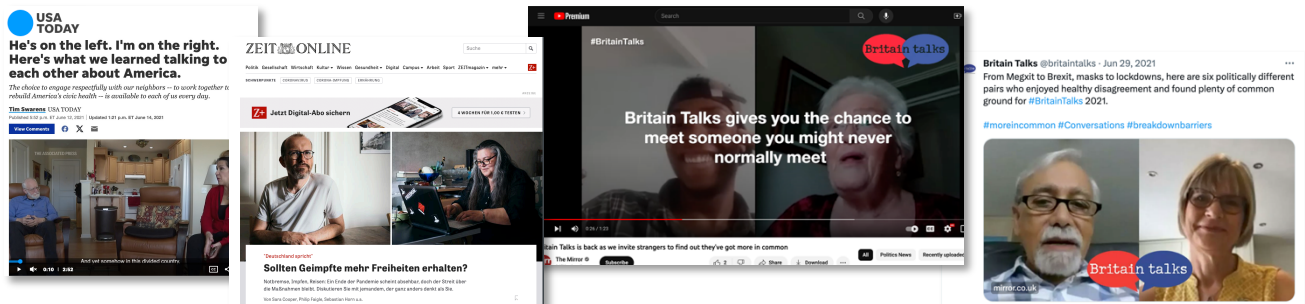
Step 1: Engage your readers for O BRASIL FALA

Spread the word about O BRASIL FALA to help recruit participants by covering the event in online articles and on social media, and by embedding recruitment links in your articles.

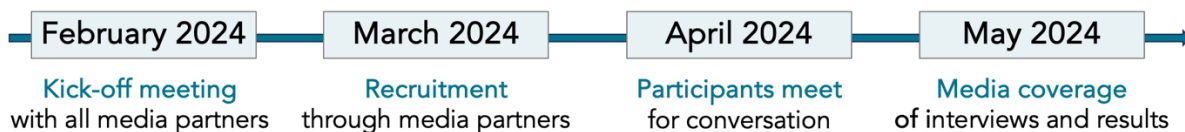


Step 2: Publish exclusive stories about O BRASIL FALA

As a Media partner, you get **exclusive access** to interviews with participants for **in-depth stories and social media content**, drawing on snippets and testimonials of participants.



Timeline



Reach out to join O BRASIL FALA: info@mycountrytalks.org