

To people of conscience across the world:

We need your help to spread a message. It is a simple message, but it carries the power to both save lives and to kill.

If our message seems obvious to you, consider yourself lucky; many people will soon risk their lives to repeat it. You can protect these people. All you need to do is let the world know you've heard them.

Where we live, repainting the front door is an act of home improvement. Where they live, it is an act of submission to tyranny. Where we live, elections let us choose who represents us. Where they live, elections are blood elections.

As you read this, armed men are terrorizing shopkeepers, threatening them with arrest or worse if they fail to repaint their front doors. A tyrant is turning the streets red with paint and with the blood of his people. Children are starved, women are raped, and innocents are slaughtered, all in the name of blood elections.

Tens of thousands more may soon die if Bashar al-Assad is allowed to carry through with his plan of blood elections. Blood elections are not about democracy; Syrians have never known democracy under the Assad regime. Rather, blood elections are Assad's way of slamming the door on any possibility of peace for Syria.

First come elections that Assad wins easily. These will be fake, and will serve only to frighten residents into painting their doors with the red of the regime flag. Then comes military escalation and slaughter that turns the streets red with blood. That blood will be real.

To save lives, here is the message that you must share: Assad's elections will be blood elections.

People across Syria will soon mobilize to spread this message, though it may mean their deaths. Protesters will gather to shout "Blood Elections!" Some will die by gunfire, others by bombing, others by poison gas. Activists will move furtively to deface the storefronts that they were forced to paint red, scrawling the slogan "Blood Elections!" Some will be caught, and will die slow deaths under unbearable torture.

We initiate this call to action in solidarity with the Syrian people, as free individuals with the privilege to say "Blood Elections" without fear. We ask that you join our initiative, and spread our message to thwart Assad's plans before they can come to fruition. By spreading our message, you can let Assad know that individuals of conscience across the world are watching, and that blood elections will not give him diplomatic license to slaughter civilians.

3PM today is zero hour for the "Blood Elections" awareness campaign. From 3PM onward, please spread the hashtag #BloodElections on social media as often as you can. We also call for sit-ins, marches and other public demonstrations to raise awareness of Assad's plans for blood elections. If you hold a position of political or intellectual authority, we urge you to use your power to amplify the voice of Syrians whose lives may depend on this message.

Together, we can ensure that when residents of Syria raise the life-or-death call of "Blood Elections," they will not be speaking alone.

For more information, please contact AssadBloodElections@gmail.com.