

# TEDxExeter

**x = independently organized TED event**

**TEDXEXETER TALK IS WATCHED 1 MILLION TIMES**

**Karima Bennoune highlights an overlooked human-rights struggle**

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The recent anniversary of 9/11 inevitably reminds us of acts of terrorism, and horrific events are still unfolding in Iraq. But another more hopeful voice is also being heard today.

At the TEDxExeter 2014 conference in March, Karima Bennoune spoke about “When people of Muslim heritage challenge fundamentalism” and told four powerful stories of real people fighting against fundamentalism in their own communities. Six months on, her talk has reached the milestone of being watched a million times.

Karima's own father, Mahfound Bennoune, was visited and threatened by the Armed Islamic Group for taking a stand against extremism in Algeria. Karima was with him in the house, ready to defend him with just a paring knife. They were lucky, and whoever was outside went away. But her own morning of minor terror inspired Karima's work to support people in Muslim majority contexts who continue to defy fundamentalists at risk of their lives, with little international support.

After doing years of fieldwork researching Muslim resistance to Muslim fundamentalism, she became convinced that personal details can cut through the impersonal way in which the huge number of civilian casualties in places like Somalia and Afghanistan are so often reported as only a passing statistic.

Karima spoke at TEDxExeter of Algerian law student Amel Zenoune-Zouani, who was murdered in January 1997 by the Armed Islamic Group. Amel was only 22. She was killed for having dreams of a legal career and refusing to give up her studies at law school.

Yet Amel's name means “hope”. Hope can be found in the strength of her family and all the other families to continue telling their stories and to go on with their lives despite the terrorism. And hope can be found everywhere that women and men continue to defy the jihadis.

Karima calls on all of us to support those who continue this human rights struggle today, both individuals and organisations like the Network of Women Living Under Muslim Laws: “It is not enough... just to battle terrorism. We must also challenge fundamentalism, because fundamentalism is the ideology that makes the bed of this terrorism.”

Clare Bryden, TEDxExeter storyteller, adds: “The world came to Exeter at TEDxExeter 2014. We were honoured to host Karima Bennoune, and challenged to become part of something larger than ourselves. We want to encourage everyone to watch her talk at TED.com.”

The next TEDxExeter event takes place on 24 April 2015 at the Exeter Northcott Theatre, with the theme “Taking the Long View”.

## Ends

For more information about TEDxExeter go to [www.tedxexeter.com](http://www.tedxexeter.com).

Or please contact Claire Kennedy on [claire@tedxexeter.com](mailto:claire@tedxexeter.com).

Video of Karima's talk on TED.com

[http://www.ted.com/talks/karima\\_bennoune\\_the\\_side\\_of\\_terrorism\\_that\\_doesn\\_t\\_make\\_headlines](http://www.ted.com/talks/karima_bennoune_the_side_of_terrorism_that_doesn_t_make_headlines)

Karima's book [Your Fatwa Does Not Apply Here: Untold Stories from the Fight Against Muslim Fundamentalism](#),

The screenshot shows a mobile browser view of a TED talk page. At the top, the browser address bar shows 'ted.com'. Below the navigation bar, the TED logo is on the left, and a search bar and 'Log in' link are on the right. The main content area features a video player with a large play button in the center. To the left of the play button, the text reads: 'Karima Bennoune: When people of Muslim heritage challenge fundamentalism'. Below this, it says 'TEDxExeter · 20:05 · Filmed Mar 2014' and 'Subtitles available in 11 languages'. To the right of the video player are three icons: a heart for 'Favorite', a download arrow for 'Download', and a three-dot menu for 'Rate'. Below the video player, there is a 'Share this idea' section with icons for Twitter, Facebook, Email, and a code icon, followed by '1,000,004 Total views' and a bar chart icon with the text 'Share this talk and track your influence!'. At the bottom, there is a short paragraph of text: 'Karima Bennoune shares four powerful stories of real people fighting against fundamentalism in their own communities — refusing to allow the faith they love to become a tool for...'. To the right of this text is a section titled 'Related playlists & talks' with three small thumbnail images.

## Notes to editors

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

## **About TED**

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California almost 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes on a diverse mix of topics. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and former UK Prime Minister Gordon Brown. The TED2014 Conference takes place in Vancouver, British Columbia, along with the TEDActive simulcast in neighboring Whistler. TEDGlobal 2014 will be held in Rio de Janeiro, Brazil.

TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed; and TEDBooks, short e-books on powerful ideas. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world; and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

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