

“Vandal Banker video”

Promoting the 24th of April Day of Action for a Financial Transactions Tax

Dear friend,

It is now only two weeks to the PES Action Day for a Financial Transaction Tax. On Saturday 24th April you will have a chance to show what you and your fellow activists have planned to take part to the European decisions of tomorrow.

To help you publicize the Action Day, the PES has produced the video “[Vandal Banker](#)” (also available in [French](#) and [Spanish](#)). We want you to share this with all your friends, colleagues and other networks.

Here are six easy steps you can take:

1. Add the video to Facebook.

Go to the You Tube Video for [Vandal Banker](#) and under the video click ‘share’. This will give you the option of adding this on to your Facebook page. Don’t forget to rate or leave a comment on the video on you Tube!

2. Add the video to your blogs/ websites

To embed the video in your own website (private, branch, regional or national) please copy and paste the following html code:

```
Code html for embedding ‘Vandal Banker’ Video: <object width="640"
height="385"><param name="movie"
value="http://www.youtube.com/v/HtvsKaOfM0&hl=en_GB&fs=1"></param><param
name="allowFullScreen" value="true"></param><param name="allowscriptaccess"
value="always"></param><embed src="http://www.youtube.com/v/HtvsKaOfM0&hl=en_GB&fs=1&
type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="640"
height="385"></embed></object>
```

3. Add the video link to your e-mail signature

Add a hyperlink to the video in your e-mail, e.g.; watch the PES video ‘[vandal banker](#)’ here!

4. Add the video as a link when you are inviting friends to your event

When you are publicizing your event for the 24th April please use the video to get peoples’ attention. E.g.: “On 24th April we will be holding a rally for a financial transaction tax. Let’s make sure that the [Bankers clean up their mess](#)’.

5. Link the ‘Vandal Banker’ video to our ‘Day of Action video’

The PES President Poul Nyrup Rasmussen has [filmed a message](#) explaining why the 24th April is so important. Please link your ‘vandal banker’ messages to this [explanatory video](#).

6. Use the video images at your Event on 24th April

You can also simply project the video on a screen or computer or if someone is willing, you could have someone dress up as a banker with a paint roller and spray paint at your event. You could take photos of the banker being forced to clean up the mess. The PES will post a gallery of all the events.

To recap...

You can add post it & share it on your Facebook page, your blog, your e-mail signature, release a Twitt or a Waff and on your event invitation.

If you have any other ideas to make this the most widely shared PES video ever, please share with us so that we can tell the entire activist network.

Good luck with your preparations and remember that you can use all our prepared material below (to download the material, please click on the link hereunder).

Best regards,

Nils Woerner
Advisor PES activists
PES / PSE

<http://www.pes.org/en/financial-transaction-tax/pes-european-day-of-action>