



People were invited to explore the different areas of Camp Okutta through clickable hotspots. On the surface, the site looked like a regular summer camp. But reading deeper into the content of the site, users would find out that this clearly isn't an average summer camp.



When one of the hotspots was clicked, people would learn about the camp's facilities and activities through images, text and videos. This one shows a group of children shooting real AK-47s.


(Please refer to website videos)

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**CAMP OKUTTA
DOES NOT EXIST.
BUT SADLY, CAMPS LIKE IT EXIST
ALL OVER THE WORLD.**

Every day children are trained for war, fight in war, and die in war.
There are an estimated 250,000 children being used as soldiers right now.

We would never stand for it here. So why are we letting it happen there?

It's time for us to get informed and take action.
Find out how you can help war-affected children all over the world.

TELL A FRIEND SUBMIT  GET INVOLVED

When users clicked on the “Where is Camp Okutta” link on the bottom of the page, they were redirected to War Child Canada’s website. From there they learned that Okutta is not a real camp, and were provided with information about the cause and how they could get involved in helping child soldiers around the world.

Visit www.CampOkutta.com to see the full website.