

average summer camp.

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

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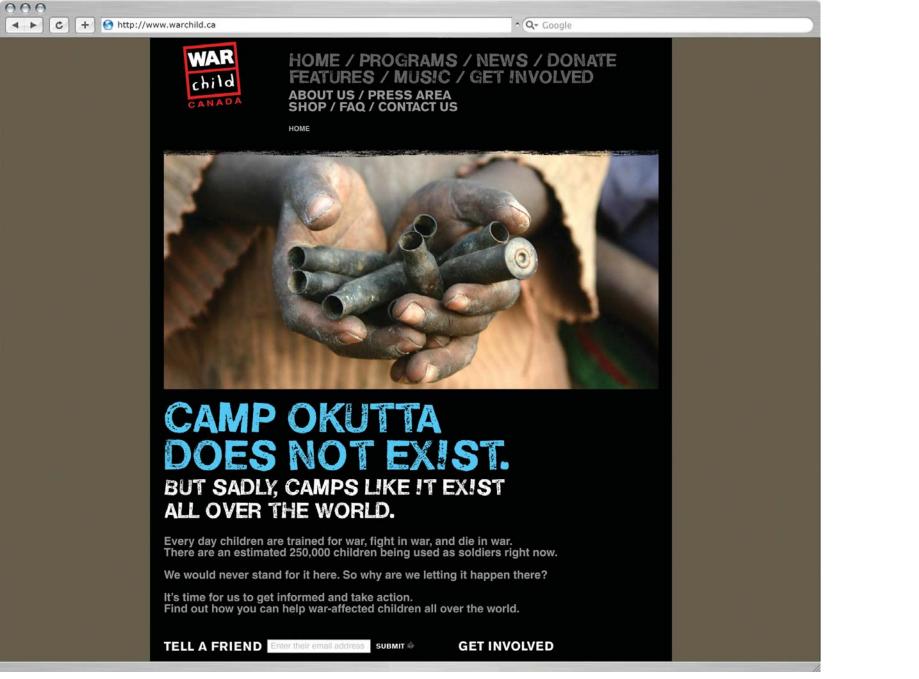


real AK-47s.

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

(Please refer to website videos)

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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.

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