

**Special Newsletter** 

BRAND UKRAINE

# A Young State With a Thousand-Year History: Ukraine Celebrates the 32nd Anniversary of Its Independence Restoration

August 24, 2023, marks the 32nd anniversary of Ukraine's Independence restoration. Over the course of centuries, there were numerous attempts to destroy the country and its people: through famine, persecution, mass executions, and extermination of culture. However, Ukraine has stubbornly fought for its existence — generation after generation — and eventually restored its independence in 1991 as an internationally recognised state in the centre of Europe.

Russia's full-scale unjustified war against Ukraine has shown our unwavering resolve to courageously defend its freedom, independence, dignity, and fundamental democratic values, once again, all in pursuit of a brighter future for the entire nation. Today, Ukraine is fighting not only for its own future but also for the future of the whole democratic world. The people of Ukraine will not give up fighting because, as the country's anthem proclaims, Ukraine's glory and volia — have not yet perished.

Our team prepared this special newsletter, presenting captivating materials to offer deeper insights into Ukraine's rich history. We hope this selection will help you better understand Ukrainians and what we are fighting for.

## Read our in-depth explainers on Ukraine's history



#### Ukraine has many symbols of statehood

Ukraine has numerous unofficial symbols, many of which trace their roots back to the 9th century Kyivan Rus'. Did you know that the predecessor of the modern Ukrainian trident was minted on silver coins of Volodymyr the Great, who ruled Kyiv from 978 to 1015?

#### Ukraine is the land of free people

The Ukrainian government and civil society have not stopped pushing for more democratic reforms even amidst the war. Learn how Ukrainians have been defending their European values since the Orange Revolution of 2004 until today.

Learn the basics in our FAQ articles, in which we provide curious answers to seemingly simple Google queries about Ukraine





### Blue and yellow are the colors of bravery

Since the beginning of Russia's full-scale invasion, the Ukrainian flag has become an undeniable symbol of courage and freedom. What is the history behind it, and what made this flag an integral part of Ukrainian resistance in the past and the present?

#### <u>Ukrainian vyshyvanka is a new fashion trend</u>

Ukraine's traditional embroidered shirt, or vyshyvanka, has been an inspiration for dozens of designers and artists, including Jean-Paul Gaultier, John Galliano, and even Pablo Picasso. However, did you know that the ornaments have a deeper meaning for Ukrainians?

## Level up your understanding of Ukraine by reading



## 10 books about the complex history of Russia's attack on Ukraine

Learn about the Red Famine, Russian colonialism, and resistance of Ukrainian women in the Gulag by reading some of the greatest books about Ukraine's history. All of them are available in English.

# And finally, we invite you to explore the concept of volia – the superpower and the life philosophy of Ukrainians



## What is volia, the Ukrainian superpower, that keeps us going?

**"Volia"** can be translated as "will" or "freedom", but it is much more: the way of living and the internal driving power to overcome all obstacles. Today, volia gives Ukrainians strength to fight against Russia's invasion. To value each life, to protect freedom, and to stand up for justice.

# Thank you for standing with the brave people of Ukraine. Your support matters. Together we will win.

We also invite you to share these materials with your friends and colleagues.



**<u>BRAND</u> UKRAINE** is a non-governmental organisation that brings together like-minded people and experts in strategic communications and international projects. Our team helps develop a strong and sustainable brand of Ukraine in the world, form its positive image and agency by developing lovemark projects and campaigns, digital solutions, and analytical products.

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