

MAP Activist Organization, Newgon, appoints Eivind Berge as Men's Movement Ambassador, Discontinues Matrix support on Yesmap Server

The international umbrella [Newgon Organization](#), today (9 May 2024) appointed the Norwegian Men's Rights Activist Eivind Berge as it's **Men's Movement Community Outreach Ambassador**, two days after discontinuing Matrix chat functionality on the Yesmap Server.

His role involves promoting the organization and its work within his chosen community over an initial period of 6 months, and is renewable. This decision was approved by Newgon's Strategic Lead, **Jim Burton**:

"Last year, after consulting with my server members, I [created the role](#) of Community Outreach Ambassador. Newgon has faced some backlash for its support of a now-discontinued Matrix server (on Yesmap) maintaining links with a range of communities we believe it can be argued have common-cause with the MAP Movement.

I first became aware of Eivind Berge three years ago via X (then Twitter), and was impressed by his willingness to risk an online business he had founded for his anti-censorship beliefs. He soon became a valued Yesmap server member who others found to be surprisingly amiable on a day-to-day basis. Following various internal debates, the server admins soon learned he was able to argue calmly from consequence by way of analogy, even on highly emotive topics that conflicted with his own personal values and actions. It was these type of arguments that had previously led to [some public outcry](#) surrounding Eivind's personal blog – outcry that eventually ended in an impressive and ultimately successful legal defense, and the continuation of his activism.

With the Men's Rights Movement currently suffering from a lull in productivity Newgon would like to draw upon Eivind's considerable Men's Rights platform to build upon its existing alliances with the online Rationalist community and the Fediverse. We are still open to volunteer applicants for other such ambassadorial positions."



Eivind Berge

Statement from Eivind Berge:

“As a veteran Men's Rights Activist, and seeing how the Men's Rights Movement has lost sight of our original sex-positivity, I am excited to have found Newgon which picks up the torch on advocating for sex laws reforms that I considered obvious from the beginning. Increasingly draconian age of consent and related sex laws are feminism's most insidious weapons against men. We sorely need an organizational structure wherein we can make our stance clear and have a political platform we can push, along with educational resources promoting the truth versus sex abuse hysteria. Newgon provides all of this. I am therefore delighted to be appointed by Newgon in an official role and look forward to working with them to make common cause with the Men's Movement as I envision it. As far as I'm concerned, MAP is now a political synonym for MRA and I am proud to be known by either. We can thank Newgon's ethos for establishing this idea as a cultural force, a MAP Movement which obviously deserves to include all sex-positive MRAs as well.”

The founders of Newgon Organization were in 2007 the [first to utilize](#) the exact term *Minor Attracted Person*, and along with others, played a part in building the discourse.