



October 1st, 2009

MEDIA ADVISORY/ AGENDA ITEM

STAND UP and TAKE ACTION: October 16th-18th, 2009

A weekend of global mobilization against poverty and inequality

The fourth annual “Stand Up, Take Action, End Poverty Now!” mobilization will take place from October 16th to 18th this year, when millions of people across the globe call on world leaders to eradicate extreme poverty and achieve the Millennium Development Goals (MDGs). Coinciding with the International Day for the Eradication of Poverty, this mobilization recorded participation by 116.9 million people in 2008, the majority from poor countries, breaking the Guinness World Record for the largest mobilization of human beings in recorded history.

With just six years left until the 2015 deadline by which world leaders have pledged to achieve the MDGs, people around the globe are demanding that their leaders deliver on the promises they made in the year 2000 to eradicate extreme poverty and its root causes. The MDG commitments related to women's empowerment – including the promise to reduce maternal mortality by three-quarters by the year 2015 – have seen the least progress. Women have been especially hard hit by the devastating impacts of the financial, food and climate crises, as women and children constitute more than 70 percent of those living in poverty.

In keeping with this urgency, this year's mobilization will have a specific thematic focus on women, and will be accompanied by actions in more than 131 countries calling on leaders to eradicate hunger, end maternal mortality and ensure women's rights. Many event organizers will also use the mobilization to influence global decisions at the UN Conferences on Climate Change and the MDGs.

Thousands of legislators – including Parliamentarians, Mayors, Senators, Ministers and Heads of State – are expected to be reached through the mobilization this year. Millions of people will come together across the world to remind their elected leaders to give the highest priority to the MDGs in local and national policies, plans and budgets. Events planned include rallies and concerts, gatherings in school assemblies and town halls, delegations visiting politicians and mass SMS campaigns.

This year, for the first time, digital technology will be harnessed to make mobilization possible online. Additional components of the mobilization's groundbreaking new social media activities will be announced in the coming weeks.

For more information, audio-visual content, to book an interview or for details on events visit www.standagainstopoverty.org or contact:

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About the Campaigns:

The UN Millennium Campaign was established by the UN Secretary General in 2002. The Campaign supports citizens' efforts to hold their governments to account for the achievement of the Millennium Development Goals. The Millennium Development Goals were adopted by 189 world leaders from rich and poor countries, as part of the Millennium Declaration which was signed in 2000. These leaders agreed to achieve the Goals by 2015. Our premise is simple: we are the first generation that can end poverty and we refuse to miss this opportunity. For more information, visit www.endpoverty2015.org.

The Global Call to Action against Poverty (GCAP) is a civil society alliance of social movements, international NGOs, trade unions, community groups, women's organizations, faith and youth groups, local associations and campaigners working together across more than 100 national coalitions/platforms. GCAP is calling for action from the world's leaders to meet their promises to end poverty and inequality. In particular, GCAP demands solutions that address the issues of public accountability, just governance and the fulfillment of human rights; trade justice; more and better aid; debt cancellation; peace and security as well as gender equality and women's rights. For more information, visit www.whiteband.org.