



UNITED NATIONS MEDIA ADVISORY

Press Opportunity - Thursday, 24 September

RICHARD CURTIS, JIMMY WALES, TANYA BURR AND ARJUN KAPOOR JOIN LAUNCH EVENT FOR THE GLOBAL GOALS CAMPAIGN

On Friday, 25 September at the United Nations Sustainable Development Summit, 193 world leaders will adopt the Sustainable Development Goals, a series of 17 ambitious goals to achieve three extraordinary things: end poverty, fight inequality and injustice and tackle climate change for everyone by 2030.

The Global Goals campaign – with Project Everyone, Global Citizen, action/2015, and UN System partners – aims to reach 7 billion people in seven days with news of the Global Goals for Sustainable Development. The campaign, founded by Richard Curtis, aims to both make the goals famous and to push for their full implementation. If the goals are famous – if people care about what has been promised by the politicians – it greatly increases their chance of being implemented.

On the eve of this momentous occasion, the Global Goals campaign and its partners invite you to join them in their launch to get the Goals to 7 billion people in 7 days.

What: Press opportunity to join a gathering of representatives from civil society, global entertainment, tech and industry experts, and the partners behind the Global Goals campaign

Broadcast opportunities: Opportunities for 1:1 interviews with the panel and other spokespeople

Who:

Becca, Ghanaian Musical Artist

Yoka Brandt, Deputy Executive Director, UNICEF

Tanya Burr, Vlogger

Richard Curtis, Filmmaker and Founder of Project Everyone

Justin Forsyth, CEO Save the Children UK

Arjun Kapoor, Actor

Michael O'Neill, Assistant Administrator and Director of the Bureau of External Relations and Advocacy, UNDP

Alessandra Orofino, Co-Founder and Executive Director at Meu Rio and Our Cities

Susan Myers, Senior Vice President, UN Foundation

Jimmy Wales, Wikipedia Founder





When: Thursday, 24 September (12:45 for 13:00 start)

Where: We the People tent (UN HQ)

Press Contact

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*****NB: Only journalists accredited with the United Nations will be able to attend the event.**

More details about the Sustainable Development Goals available at:

www.un.org/sustainabledevelopment, and www.globalgoals.org

ABOUT THE GLOBAL GOALS CAMPAIGN

Founded by Richard Curtis, renowned filmmaker and creator of Comic Relief and Red Nose Day, **the Global Goals campaign** is a ground-breaking collaboration of campaigners, public figures, companies, and NGOs in support of a unique effort to inform the entire world about the Sustainable Development Goals, to be adopted by world leaders at the United Nations in September.

The campaign is partnering with educators, sports clubs, faith leaders, TV and radio broadcasters, global brands, cinema advertisers, telecoms operators, digital and social media platforms, creative and media agencies, publishers, artists and grassroots organisations to maximise their assets and platforms to reach 7 billion people in seven days, between 25 September and 2 October, with information about the Goals.

The campaign includes:

“Tell Everybody”: On 11 September, Global Goals Africa released a song recorded by 11 of the continent’s biggest music stars. Two verses of the song were crowd-sourced through a competition and 5,712 people from 24 African countries submitted lyrics via their mobile phones.





The Global Goals flags: UNDP is raising flags in 109 countries at UNDP Social Goods Summits around the world. 17 flags will be raised to represent the 17 Global Goals in iconic locations from North Korea to the North Pole, from the Za’atari Refugee Camp in Jordan to Lira Town in Northern Uganda. The activity was kicked off by world-renowned Chinese artist Liu Bolin with a piece of art ‘The Future,’ which features 193 flags from every country in the world and the Global Goals.

Mass rallies: On 24 September, over 100,000 people across 2,000 organizations who make up action/2015 will hold events in over 100 countries, lighting the way to a mass rally outside the UN headquarters in New York.

The first-ever global cinema ad: Animated by Aardman, directed by Sir John Hegarty, narrated by Liam Neeson and Michelle Rodriguez, with music from Peter Gabriel. Distributed globally by unique digital, the ad will premier on 24 September in New York and will appear in cinemas in over 30 countries from 25 September, in partnership with SAWA Global Cinema Advertising Association and its network.

A crowd-sourced film: “We the People”, written by Richard Curtis and Mat Whitecross, will be unveiled on the Google Homepage when the Goals are adopted on 25 September. Thousands of people submitted their own contributions and will star alongside a cast including Ai WeiWei, A R Rahman, Ashton Kutcher, Bill and Melinda Gates, Cate Blanchett, Charlize Theron, Chiwetel Ejiofor, Chris Martin, Colin Firth, Daniel Craig, Djimon Hounsou, G.E.M., Gilberto Gil, Jennifer Lawrence, Jennifer Lopez, John Legend, Kate Winslet, UN Messenger of Peace Lang Lang, UNDP Champion Michelle Yeoh, Malala Yousafzai, Martin Freeman, Meryl Streep, Natalia Vodianova, One Direction, Pink, Her Majesty Queen Rania Al Abdullah of Jordan, Richard Branson, Robert Pattinson, Robert Redford, WFP Global Ambassador Sami Yusuf, UNICEF Goodwill Ambassador Serena Williams, Stephen Hawking, UN Messenger of Peace Stevie Wonder and UNDP Goodwill Ambassador for China Zhou Xun, among others.

The world’s biggest mobile connection: The world’s largest partnership of 26 mobile network operators will send out almost 1 billion text messages and will connect over 4.8 billion customers in over 100 countries with a message about the Global Goals through numerous mobile channels.

An online push by the top digital giants: The Global Goals will feature on 18 major digital platforms and internet portals including the Google homepage, Yahoo, The Huffington Post, Twitter, YouTube, Vice, Baidu and Sina Weibo with a potential reach of up to 2 billion people.

Prayer for Everyone: More than 500 million people of faith in more than 160 countries on six continents will be reached through a global mobilization of prayer and reflection.





The Global Citizen Festival: On 26 September in Central Park, New York, features Beyoncé, Pearl Jam, Ed Sheeran and Coldplay and will be broadcast around the world.

Radio Everyone: From 26 September, a 7-day pop-up global radio station will be streamed online with broadcast partners in over 60 countries, soundtracked by an original composition from Peter Gabriel and featuring shows presented by names from around the globe, including A. R. Rahman, Bono, Cate Blanchett, D'Banj, G.E.M., Haile Gebreselassie and Jamie Oliver.

Harnessing the power and reach of the world's largest brands: Brands around the world have pledged to help reach their customers and employees. Supporters include Aviva, Getty Images, Liverpool FC, Pearson, Penguin Random House, Posterscope, Royal Mail, Standard Chartered, Unilever and Virgin.

The World's Largest Lesson: From 27 September, a global lesson, in partnership with UNICEF, will be backed by over 103 global education ministers and more than 30 of the world's leading NGOs. Nearly 500 million children will learn about the Global Goals. On 29 September, First Lady Michelle Obama, former Australian Prime Minister Julia Gillard, and actress and advocate Charlize Theron will be speaking at an event about the power of educating the more than 62 million girls who are not in school around the world.

Project Everyone is the brainchild of Richard Curtis with the ambition to tell everyone in the world about the Global Goals so they are best achieved. The project's founding partners include Aviva, Getty Images, Pearson, SAWA Global Cinema Advertising Association, Standard Chartered, Unilever, and the Bill and Melinda Gates Foundation.

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