

CELEBRITIES AGAINST POVERTY

"A QUEST FOR GLOBAL CHANGE"

Every 3 seconds, somewhere in the world, a child dies from poverty-related causes. That's a total of 28,800 children every day. More than a billion people worldwide still survive on less than a dollar a day. Half the world's population, over 3 billion people, earns less than two dollars a day. Over a billion people lack access to safe drinking water and over 2.4 billion people still lack access to proper sanitation facilities. Two-thirds of the world's illiterate people are female. Pregnancy is the leading cause of death for girls ages 15-19 in developing countries. Is anybody doing anything to end this and make the world a better and safer place?



" UNITED NATIONS, NYC "

In September of 2000, 189 heads of governments came together and each signed the Millennium Declaration at the United Nations Millennium Summit promising to "free men, women and children from the dehumanizing conditions of extreme poverty" by the year 2015. They all agreed to donate 50 billion dollars a year collectively, satisfying the yearly amount that would be necessary to fulfill this humanitarian initiative. This amount of 750 billion dollars over the fifteen year timeline would be the entire burden that the world would have to endure to make the world a better place. This timeline of fifteen years was established to eradicate extreme poverty and meet the Millennium Development Goals (MDGs) by a specific target date. The MDGs cover the range of key development issues and are rooted in a human rights framework. Freedom, equality, solidarity, tolerance, respect for nature and shared responsibility are the core of the Millennium Development Goals. These goals are as follows: 1. Eradicate Extreme Poverty and Hunger 2. Achieve universal primary education 3. Promote gender equality and empower women 4. Reduce child mortality 5. Improve maternal health 6. Combat HIV/AIDS, Malaria, Tuberculosis and other diseases 7. Ensure environment sustainability (Global warming, etc) and 8. Develop a global partnership for development. These 8 Millennium Development Goals (MDGs) and the Millennium Declaration call for global action to address these critical issues and hold the world's leaders responsible for the commitments that they made in September of 2000.

Ahmad "Armando" Quazi Jr, Executive Director of Celebrities Against Poverty Campaign and Director of Global Affairs for the Hip Hop Summit Youth Council, is doing an incredible service for humanity. In his Global Campaign of CELEBRITIES AGAINST POVERTY, he is using the voices, images and power of celebrities from all over the world to raise the awareness of the Millennium Declaration and The Millennium Development Goals. By producing PSAs and videos and broadcasting them over global networks, along with other marketing strategies, he hopes to raise the voices of celebrities and people to hold the world leaders accountable for the commitments that they made towards meeting the Millennium Development Goals. Along with Charles Fisher, CEO of the Hip-Hop Summit Youth Council (www.hhsyc.org), Mr. Quazi has formed a strategic alliance with the United Nations in an effort to raise the Global awareness of the United Nations End Poverty 2015 Campaign (www.endpoverty2015.org) along with many other major anti-poverty initiatives. These campaigns have great causes and honorable celebrity endorsements and we are proud to raise their global awareness through our network. Some of these campaigns are Keep A Child Alive (Alicia Keys), Show Me Campaign (John Legend), In My Name (Will.I.Am), People for Children (Ricky Martin), Raising Malawi (Madonna), Konfidence Foundation (Akon), Yo Amo America (Shakira) and the One Campaign (Bono and United Artists). It is our duty as human beings to come together for these great causes and contribute our efforts for a better tomorrow. It is our mission to combat indifference, intolerance and injustice while we promote acceptance, understanding and equality as we continue our Quest for Global Change.

"MAKE IT HAPPEN"

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