



## **G-STAR RAW RAISES AWARENESS WORLDWIDE TO END POVERTY**

*Amsterdam, March 17, 2009* - From March 20 to April 20, 2009, international denim brand G-Star Raw will support the eight United Nations Millennium Development Goals (MDGS) through their 162 monobrand stores worldwide. A specially designed art object in the main store window, will raise the awareness of the MDGS among the passing public, while in-store point of sale materials urge consumers to take action to end poverty.

This new campaign is another step in the partnership between the United Nations Millennium Campaign and G-Star Raw, which was launched in September 2008 at New York Fashion Week. G-Star Raw offered their Spring/Summer 2009 runway show as a platform to remind the public that we are the generation that can end poverty. The eight Goals that were adopted by 189 world leaders in 2000 to end extreme global poverty by the year 2015, were further supported by G-Star Raw at various world wide platforms such as Tokyo Designers Week in December 2008 and Bread & Butter Barcelona in January 2009.

“The UN Millennium Campaign welcomes the initiative taken by G-Star Raw to provide a platform for raising awareness and inspiring action in support of the achievement of the Millennium Development Goals,” said Salil Shetty, Director of the UN Millennium Campaign. “In the current economic crisis and with just six years left to the 2015 deadline set to achieve the Millennium Development Goals, it is more urgent than ever that we use creative platforms such as this to mobilize citizens all over the world to get involved and continue to remind their governments that they expect them to honour their commitments to achieve these Goals and end poverty”.

G-Star Raw believes that it is possible to bring extreme poverty down by 2015. Their GSRD Foundation shares the objectives as set out in the MDGS. Since its inception in 2007, the Foundation has made a valuable contribution to the economic independence of people in developing countries, by supporting projects to help educate their children and stimulating and supporting entrepreneurial behavior. For G-Star Raw it is an honor to partner with the United Nations Millennium Campaign to jointly raise awareness, urge the general public to take action and support this vitally important campaign.

Those who share G-Star Raw’s belief that extreme poverty can be ended by 2015 are invited to visit [www.g-star.com/endpoverty2015](http://www.g-star.com/endpoverty2015). For more information on the Millennium Campaign visit [www.endpoverty2015.org](http://www.endpoverty2015.org). Through these sites people can Stand Up to bring Poverty Down, Speak Out and Take Action to demand that the government’s keep their promises!



**Note to editors:**

For more information on the GSRD Foundation please visit: [www.g-star.com](http://www.g-star.com)  
(select 'about us' and 'corporate social responsibility') or contact:

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For more information on the Millennium Campaign and the Millennium Development Goals, please visit:  
[www.endpoverty2015.org](http://www.endpoverty2015.org) or contact:

**UN Millennium Campaign**

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**About G-Star Raw**

From its conception in 1989, G-Star has been known for its innovative style in the world of denim, consistent research work, eye for detail and elaborate treatment techniques. This results in authentic products that portray denim craftsmanship. Products with a distinctive design signature that add luxury to the raw character of denim.

**G-Star Raw. Just the Product.**