**3 September 2015**

**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.

Among the many creative events and partnerships that are part of the campaign to reach out to the world are the following:

* **The World’s Largest Lesson:** A collaboration with UNICEF and public figures to introduce lesson materials on the Goals, created by Sir Ken Robinson and Aardman, to schools around the world.
* **Radio Everyone:** A 7-day pop-up global radio station on the Goals streaming online, distributed by broadcasters in many countries and soundtracked with an original composition by Peter Gabriel.
* **The first-ever global cinema ad:** Animated by Aardman, directed by Sir John Hegarty and narrated by Liam Neeson, the ad will appear in cinemas around the world.
* **An online push by the top digital giants:** Including support from Google/YouTube, Wikipedia, WeTransfer, MSN, Bing, Yahoo and Tumblr, Huffington Post.
* **TV spectacle in partnership with the Global Citizen Festival**: On 26 September in Central Park, New York City, the Global Citizen Festival will be headlined by Ed Sheeran, Beyonce, Coldplay and Pearl Jam, out of which a one-hour film will be produced and distributed by BBC Worldwide.
* **101,000 static and animated billboards:** From Times Square to Piccadilly Circus to The Tower in Kuala Lumpur, the Global Goals campaign will be seen in the most iconic cities around the world in partnership with Posterscope.
* **Collaboration with Africa Song:** Award-winning songwriters and producers Cobhams Asuquo from Nigeria, David “King David” Muthami from Kenya and Ellputo from Mozambique have created a song to inspire the youth of Africa performed by A-list artists from across the continent with a verse crowd-sourced from the public.
* **The first ever Post-it Book, ‘STICK THIS BOOK,’ by Penguin:** The first Post-it note book, written by Neil Gaiman and Richard Curtis, publicises the Goals in a creative and fun way. The book is packed with slogans, how-to’s, inspiring song lyrics, quotes and poems – everything readers need to make noise about ending poverty, inequalities and climate change.
* **Dizzy Goals:** A digital outreach campaign using football, with famous sports stars including Gareth Bale, Gary Lineker, Alan Shearer, and Michael Owen, and Liverpool FC, Tottenham Hotspurs FC, Singapore Home FC and The Kaizer Chiefs South Africa, to raise awareness of the Goals.
* **Grassroots organisations**: Action/2015 and its 2,000 organisations around the world will communicate the goals and highlight them at a global day of action on 24 September to “Light the Way” to New York.
* **Film projection on the UN Headquarters building**: From 21-23 September, a film introducing the Goals will be projected onto the iconic UN buildings in New York.
* **Social Good Summit**: Through the United Nations Development Programme, the Goals will play a key part in Social Good Summits in over 100 countries around the world.

Alongside the founding partners Aviva, Cineme, Getty Images, Pearson, Standard Chartered and Unilever, **Project Everyone** is supported by Action/2015, Akshaya Patra, the Bill & Melinda Gates Foundation, Global Citizen, Google, Huffington Post, ONE, Penguin Random House, Reliance Group, Save the Children, SAWA, UN Foundation, Universal South Africa, Virgin, Vodafone Foundation, WeTransfer and Wikipedia.

UNDP, UNICEF, the UN Department of Public Information, the Secretary-General’s Youth Envoy and other parts of the UN System are supporting and promoting the campaign.

**ABOUT RICHARD CURTIS**

Richard Curtis is a film writer and director, responsible for films such as Four Weddings and a Funeral, Notting Hill, Bridget Jones’ Diary, Mr Bean, Love Actually, The Boat That Rocked, About Time and most recently, Trash and Esio Trot. In the other half of Richard’s life, he is co-founder and vice-chair of Comic Relief, which he started after visiting Ethiopia during the 1985 famine. He has co-produced the 14 live nights for the BBC since 1988 and the charity has made over £1 billion for projects in Africa and the UK during that time. In 2015, he will bring the massively successful Red Nose Day to the United States with NBC.

Richard was a founding member of Make Poverty History and worked both on that campaign and on Live 8 in 2005. As part of his contribution to the MPH campaign, he wrote The Girl In The Cafe for HBO and the BBC – a television drama based around the G8 summit, which won 3 Emmys. In 2012, Phillip Noyce directed Richard’s TV movie “Mary and Martha”, a film about two mothers losing their sons to malaria. It has been shown in 50 countries around the world and used as a campaigning tool by many organisations committed to ending malaria.