



## INTRODUCTION TO STAND UP CHALLENGE

(To be read by an announcer before the reading of the STAND UP pledge):

In a moment we will be asking you all to stand up in support of the eradication of extreme poverty. World leaders have promised to do this by achieving the Millennium Development Goals by 2015. By performing this symbolic action you will be reminding them of this promise and joining thousands of people in over 100 countries who today will be doing the same. Not only will you be standing up, but you will be counted too. The action you are about to perform will be counted as part of an official Guinness World Record for the most number of people to simultaneously stand up against poverty within 24 hours!

With that, if I could please ask you to stand as X reads the anti poverty pledge:

( THEY STAND )

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We stand here proudly as members of the generation that intends to defeat extreme poverty.

We cannot stay seated when a child born in a poor country today will die 30 years earlier than a child born in a wealthy one when tens of thousands of people die unnecessarily every day.

And we stand up because we are asking not for charity, but justice. We know that in our names, world leaders have made mighty promises to bring this to an end – they are called the Millennium Development Goals. What is needed is the political will to achieve and exceed these goals - so we are on our feet to say:

To the leaders of the wealthy countries: Be great. Fight to keep your promises – debt cancellation, more and better aid, and trade rules that help fight poverty. You know what needs to be done. Do it.

We also stand before the leaders of poorer countries to say: Be great. Make it your first responsibility to save the lives of your poorest citizens. We ask you to achieve real transparency and accountability in how money is spent, to tackle inequality, to root out corruption. You know what needs to be done. Do it.

We wish to set a record today for the number of people standing up to demand action on poverty – but the record we really want to break is the world's record of breaking promises

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and just ignoring the poor. We don't want record numbers of people dying of poverty every year for the rest of our lives.

(Insert local / personal message here)

Announcer Conclusion:

Thank you for participating in this important action. **STAND UP** events such as this are taking place today all over the world, from the busiest square in the world, Times Square, New York, to the smallest school in the tsunami-struck Ache province in Indonesia. Wherever you are, know that your action is critical in reminding world leaders to keep their promise to end extreme poverty by 2015.

We are the first generation that can end extreme poverty; we must not refuse to miss this historic opportunity!

The final numbers for the Guinness World Record attempt, as well as images of **STAND UP** actions from all over the world will be available to view at [www.millenniumcampaign.org](http://www.millenniumcampaign.org)

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