

MDG PRESS RELEASE

FOR IMMEDIATE RELEASE

TITLE | 'DID I READ THAT CORRECTLY ?' – A UNIQUE MDG CAMPAIGN

DATE | April 1, 2005

CITY, COUNTRY - Dozens of dedicated students are organizing a mailing campaign, unlike any other, to lobby their local governments to commit to the realization of the Millennium Development Goals (MDGs).

The organizers of the “**Did I Read That Correctly?**” campaign are sending out three hundred packages, with two brochures in each, to hundreds of local governments in their country on (insert date). The brochures will have identical information about the history and objectives of the Goals; however, one brochure will be in proper, easy to understand language, whereas the second will have the same information, but with words misspelled, verbs in an incorrect tense, and faulty capitalization.

Its aim is to stress the importance of goal number two: that “every person has a right to have access to a complete primary education”. The improperly written brochure represents millions of people who do not have access to a complete primary education- they may not be able to read basic written documents, nor to write them.

The mailing campaign is the culmination of months of work to write the brochures, collect the addresses of local politicians, and write them onto each envelope.

“ This will have an incredible impact on the politicians in our country. I’ve never heard of anything like it, ”

(insert name of person who said something positive and/or interesting about your campaign).

For more information, about the ‘**Did I Read That Correctly?**’ Campaign, please contact (e-mail address and phone number) or visit (insert URL, if you have one).

About the Millennium Development Goals | At the United Nations Millennium Summit in 2000, 189 Heads of State and Governments signed the Millennium Declaration, pledging to work together to make a better world for all by 2015. Eight Millennium Development Goals were adopted, committing rich and poor countries to work together in a global partnership to eradicate extreme poverty and hunger, ensure that all boys and girls complete primary school, promote gender equality, improve the health of mothers and children, reverse the spread of HIV/AIDS, and protect the environment -- all by 2015.