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## **Millennium Promise Joins Innovative Partnership Initiative To Support Millennium Development Goals**

### ***“People’s Plan of Action” Will Impact More than 50 Million People***

**Davos, Switzerland, 27 January 2010** – Millennium Promise CEO John McArthur, a member of the Young Global Leaders of the World Economic Forum, today pledged that Millennium Promise will partner with rural communities across ten African countries to help them meet the Millennium Development Goals (MDGs), and that he will also provide MDG educational lectures to 500 graduate students across five continents for each of the next five years. These pledges are among more than sixty such results-based commitments that contribute to “A People’s Plan of Action for the Millennium Development Goals,” an initiative of the Young Global Leaders being announced at the World Economic Forum’s Annual Meeting this week in Davos.

The Millennium Development Goals are the world’s integrated targets for tackling extreme poverty by 2015. At least 50 million people – many of whom represent the poorest and most marginalized people on the planet still living on less than \$1/day – will be positively impacted as a result of the People’s Plan of Action.

The pledges aim to contribute to global momentum in the lead-up to the UN’s September 2010 MDG Summit in New York. As its point of departure, the People’s Plan of Action draws from new forms of social entrepreneurship alongside highly successful existing programs. The aim is to broaden the range of constituencies contributing to the Goals – recognizing that government actions remain crucial, but much more is required if the MDGs are to be achieved.

Among the active pledges announced today are the following:

- Accion International will expand financial services to 500,000 microentrepreneurs in India to support the Goal for poverty alleviation;
- Deworm the World has committed to deworm more than 10 million children to support the Goals for education and poverty reduction;
- Facebook’s leadership has pledged an innovative strategy to connect 20 million people with organizations supporting the Goal for gender equality;
- Table For Two, pledges by 2015 to support 20 million school meals in Africa, thereby supporting the Goals on hunger and primary education; and
- Right To Play has pledged to reach 450,000 children in Africa and Asia with basic life skills lessons, health promotion and infectious disease

prevention, and community building, thereby contributing to Goals on primary education, gender equality, and child mortality.

“The recent tragedy in Haiti reminds us all too vividly of the ongoing challenges of extreme global poverty, and the imperative for practical solutions,” said John McArthur, CEO of Millennium Promise and co-Chair of the YGL-MDG initiative. “Broad entrepreneurship and collaboration are urgently needed for the MDGs to be achieved. We at Millennium Promise are proud to work alongside so many amazing efforts that will help advance the Goals.”

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About Millennium Promise

*The mission of Millennium Promise is to help achieve the Millennium Development Goals-eight globally endorsed objectives addressing the multiple dimensions of extreme poverty-in Africa by 2015. To that end, Millennium Promise uses a holistic approach to work with impoverished communities, national and local governments and partner organizations to implement high-impact programs aimed at stopping the cycle of poverty. Our work is premised on the belief that, for the first time in history, our generation has the opportunity to end extreme poverty, hunger and preventable disease. For more information, visit [www.millenniumpromise.org](http://www.millenniumpromise.org).*