

GLOBAL CITIZEN FESTIVAL

in partnership with **COTTON ON
FOUNDATION**

2013 GLOBAL CITIZEN FESTIVAL ANNOUNCED; STEVIE WONDER, KINGS OF LEON, ALICIA KEYS, AND JOHN MAYER ON THE GREAT LAWN IN CENTRAL PARK, NYC

THE EVENT WILL BE LIVE STREAMED IN MELBOURNE FEATURING LIVE PERFORMANCES BY EVERMORE, AND LOCAL ARTISTS SOON TO BE ANNOUNCED!

ON AUGUST 6TH, EVERMORE WILL OFFICIALLY RELEASE A CHARITY SINGLE 'ONE LOVE', TO PROMOTE THE GLOBAL CITIZEN FESTIVAL, WITH 100% OF THE SONG SALE PROFITS GOING TO THE GLOBAL POVERTY PROJECT AND THE COTTON ON FOUNDATION

MEDIA RELEASE: 1st August 2013

The Global Poverty Project, in proud partnership with the Cotton On Foundation, has announced that the 2013 Global Citizen Festival – a free ticketed concert on the Great Lawn of New York's iconic Central Park – will take place on September 28, 2013 with Stevie Wonder, Kings of Leon, Alicia Keys, and John Mayer as headline performers.

Further to this, the city of Melbourne will be treated to a very special live-stream of the event along with live performances by Evermore and other local artists to be announced in the coming weeks. This will take place on Sunday, September 29th at the Palais Theatre, St Kilda.

Just like the New York event, free tickets to the 2013 Global Citizen Festival in Melbourne will be available at www.globalcitizen.org/au where fans can take online action to **earn** their admission. By watching videos, signing petitions, sending emails to world leaders, participants become active and learn about the four main themes behind this year's Festival: education, women's equality, global health, and global partnerships. Participants can also enter via Cotton On's online store (<http://shop.cottonon.com/cottonon-foundation/>). By purchasing a Cotton On Foundation product they automatically earn points to win tickets to the Festival.

Hugh Evans, Co-Founder and CEO of the Global Poverty Project will be in Australia until August 8th to launch the Global Citizen Festival in partnership with the Cotton On Foundation. Alongside this, he has the support of Evermore with the release of their 'One Love' charity single which promotes the Global Citizen campaign and the partnership with the Cotton On Foundation.

The Cotton On Foundation has joined forces with Global Poverty Project to bring about long-term change through education, and in particular to communities in Southern Uganda that COF have been working with since 2007.

"At the Cotton On Foundation, we believe we all have a part to play in ending global poverty," said Tim Diamond, General Manager of Cotton On Foundation. "Over the past six years, we've educated over 3,500 children in Southern Uganda, and we've got big plans to make this number 20,000 by 2020. Education empowers communities and is the key to ending poverty. That's why we're so excited to partner with the Global Citizen Festival, who share a common vision to the Cotton On Foundation, which is to put an end to extreme poverty within our generation."

The Global Citizen Festival is also generously supported by global technology partner HP.

END. For PR enquiries, please contact Martine Holberton of Two Birds Talking: ph: 03 9529 1065 or email: martine@twobirdstalking.com.au

FURTHER INFORMATION:

The Global Citizen Festival is once again timed to put pressure on world leaders as they gather at the United Nations General Assembly in New York. This year, the Global Citizen Festival will celebrate the achievements made toward ending extreme poverty, and provide world leaders with a clear and compelling mandate to accelerate progress on the issues of education, women's equality, global health, and global partnerships to help end extreme poverty by 2030.

"Since 1990, the proportion of people living in extreme poverty has been halved. We are working to see the end of extreme poverty in our lifetime," said Hugh Evans, CEO, The Global Poverty Project. "We must continue to push our leaders to step up and commit to action in the areas we know are fundamental to ending extreme poverty. This is not just a concert – we are building a movement of yearlong action by thousands of citizens. World leaders respond when citizens call for change. The Global Citizen Festival is that call."

Kings of Leon expressed their commitment to the 2013 Global Citizen Festival, "We're happy to take part in an amazing organization's show that brings awareness to such an important global issue."

"I'm so proud to join these incredible artists as we come together through our music in support of The Global Poverty Project," said Alicia Keys. "The number of people around the world living in extreme poverty is staggering. They are humanity's most vulnerable, and as global citizens, we must work to be their voice so that they can live with the same human rights we are privileged to have."

The 2013 Global Citizen Festival is working in proud partnership with the Cotton On Foundation.

"Our core philosophical belief is that to make a difference, we need focus on the people outcome," said Tim Diamond, General Manager of Cotton On Foundation. "It's not about cutting cheques, it's about raising awareness, empowering people with truth so they can engender positive change that's tangible. It's as simple as that."

The Global Citizen Festival is generously supported by global technology partner HP, as well as Kidnected World, The Pratt Foundation, FedEx, Coca-Cola, Citibank, The Color Run, and The Riot House. The Festival is only possible because of critical funding from the Sumner M. Redstone Foundation. Media partners include Clear Channel Media and Entertainment, Forbes, ReverbNation and others.

"Our [HP LIFE](#) program for entrepreneurs is already helping to empower millions of people across the world to learn essential business and IT skills, improve their livelihoods, and thrive in the 21st century," said Gabi Zedlmayer, Vice President, Sustainability and Social Innovation at HP. "By partnering with the Global Citizen community, HP wants to extend its impact to help lift people out of extreme poverty."

Building on the success of the 2012 Global Citizen Festival, the Global Poverty Project aims to achieve a combined total of one million actions by this September. People everywhere are invited to sign-up and begin taking actions to be entered in the ticket lottery. In total, 54,000 free tickets to the festival will be given out to Global Citizens. For more information about the bands, artists, schedules, and event, please visit www.globalcitizen.org/au.

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THE GLOBAL POVERTY PROJECT:

Best known for the 2012 Global Citizen Festival in Central Park, NYC on September 29, and the Live Below the Line campaign, The Global Poverty Project is an international education and advocacy organization working to catalyze the movement to end extreme poverty. An Australian-grown project, The Global Poverty Project creates campaigns with the purpose of increasing the number and effectiveness of people taking action to end extreme poverty, with the vision of a world without extreme poverty, within a generation. For more information, visit our website at www.globalpovertyproject.com

COTTON ON FOUNDATION:

What started as a simple donation to complete a healthcare centre in a small African village was to be a life-changing partnership for the people of Southern Uganda and also for the Cotton On Group.

In November 2007, The Cotton On Foundation arrived in Manny Village, Uganda. Known to be an area rife with HIV/AIDS and deemed 'Mission Impossible' by its local diocese, Manny was a community in need of help. A lack of education, basic infrastructure and healthcare facilities had led to a village in desperate need of a helping hand. In Partnership with the Cotton On Group retail team and the incredible generosity of their customers, the Cotton On Foundation is now working with Ugandan communities and others globally in helping to build a healthy and sustainable future by rolling up their sleeves and doing all they can to help their mates. How? They sell their own products in over 1000 Cotton On Group stores globally, and 100 per cent of the proceeds going directly to the Foundation to support those most in need. For more information, visit: <http://www.cottononfoundation.org/>

THE GLOBAL CITIZEN PLATFORM:

Launched successfully with the Global Citizen Festival on September 29, 2012, in New York City's Central Park, Global Citizen is an innovative online platform and mobile application that tracks and rewards activist action through a point-scoring system. Accumulated points are used as a currency to bid on live entertainment experiences like tickets to great concerts and a host of other entertainment events. Join the conversation: "Like" us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#) at @GLBLCTZN.

THE GLOBAL CITIZEN FESTIVAL:

The first Global Citizen Festival, co-founded by The Riot House, took place on September 29, 2012 in New York City's Central Park, where 60,000 people joined musicians including Neil Young, Foo Fighters and The Black Keys, along with celebrities, leading NGO partners, dignitaries and philanthropists to lend their voice in the fight to end extreme poverty. This festival was the first live

entertainment event that could be accessed solely through points earned by activist work on behalf of Global Citizen partner charities and made history as the largest syndicated music charity webcast and broadcast. During the Festival, supporting non-profit partners announced a total of \$1,314,700,000 in commitments that will support crucial anti-poverty initiatives. The second annual Global Citizen Festival will take place Sept. 28, 2013 on Central Park's Great Lawn with Stevie Wonder, Kings of Leon, Alicia Keys, and John Mayer, with a live-stream of the event taking place in Melbourne on Sept. 29 followed by live performances. www.globalcitizen.org.