



PRESS RELEASE
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STAND UP AND TAKE ACTION: “Every ONE Can” from 16-18 OCTOBER 2009

The global weekend -- when world citizens call on nations to follow through on promises to end poverty -- is back, this year with a focus on the climate and local poor.

Singapore, 12th October 2009- Over one billion people will go hungry today, even more than a year ago. Every three seconds a child dies from extreme poverty; every minute a woman dies in childbirth. With such staggering statistics, ONE (SINGAPORE) – a society dedicated to raising public awareness and taking concrete actions to Make Poverty History – is driving home the idea that “Every ONE Can” end poverty and promote climate justice.

From 16 – 18 October, in conjunction with the global Stand Up campaign, ONE (SINGAPORE) is taking action with “Every ONE Can,” a campaign to assist local families in need of assistance. Groups that Stand Up in Singapore are encouraged to collect canned food, bags of rice and bottles of cooking oil for redistribution.

ONE (SINGAPORE) will launch the weekend at **Mimolette (Fri.16 Oct., 55 Fairway Drive, 10pm)** in a Stand Up event with invited guests, celebrities, partners and the media. The public are also encouraged to join ONE (SINGAPORE) for a fun meaningful day with music, balloons and celebrity appearances at the **“Every ONE Can” Food Drive & Stand Up at Food Xervices (Sat. 17 Oct., 10am – 6pm)**. Participants can buy items at wholesale prices for donation to underprivileged families in Singapore and distribution by Food From the Heart. A free shuttle service is available from Harbourfront MRT, starting at noon.

ONE (SINGAPORE) celebrity supporters – including Gerald Chiu, Jack N Rai, Haikel, Rosalyn Lee, Najip Ali, Nicholas Lee, Rod Monteiro and Debra Teng, among others – will add their voices to the movement to Make Poverty History at these events. Haikel will perform Witula and lead a special Stand Up moment at Mimolette after midnight.

“The economic downturn has hit many families hard and there are many who need a helping hand,” says ONE (SINGAPORE) President and popular Class 95 DJ Vernetta Lopez. “Every ONE Can of food can feed the hungry, Every ONE Can Make Poverty History. Each and every one of us can make a difference.”

Over the three day period – which coincides with World Food Day on Friday 16 October, International Day for the Eradication of Poverty on 17 October and– millions of people across the globe are expected to participate in this call to global leaders to meet and exceed the promise of the UN Millennium Development Goals (MDGs), a set of clearcut targets to halve extreme poverty by 2015 and end it altogether by 2025.

There will also be Stand Up events in companies, clubs, homes, schools and online, including:

- Stand Up at Hatched (17 Oct, 26 Evans Rd., noon to 6pm)
- Stand Up at The Butter Factory (17 Oct., One Fullerton, 10pm – 2am)



- The Shack Stands Up (18 Oct., 3 – 10pm) and
- Stand Up & “Every ONE Can” at Datacraft Asia,FX1 Academy, NVPC, RGS and RIJC.

“This year's events will encourage Singaporeans to see the global picture as citizens of the world and be encouraged to be part of a global solution for a global problem,” says ONE (SINGAPORE) co-founder Michael Switow. “Let's show the world that Singapore cares.”

“When Singaporeans see their friends Standing Up, we hope they will feel inspired to ‘Stand Up’ too -- in their offices, schools or even at family gatherings,” adds Lopez.

There are several ways to participate in Stand Up 2009, including:

1. Join the “Every ONE Can” food drive and carnival on Saturday 17 October.
2. Join one of the other events listed above or register your own Stand Up moment at www.standagainstopoverty.org, then “Stand Up” from 16 – 18 October.
3. Take a photo of yourself holding a number 0 – 9, then upload it to the ONE (SINGAPORE) 2015 Countdown Clock at www.standup.sg/clock. The online clock shows second-by-second, person-by-person how much time is left to meet the MDGs.
4. Stand Up ONLINE. Register at www.standagainstopoverty.org, click “online event”, be sure to write “Singapore” as the location, then install the Stand Up widget on your website.

Last year, 116 million people – nearly two percent of the people on earth – participated in “Stand Up and Take Action Against Poverty and Inequality”, setting a Guinness World Record for the largest mobilization of human beings in recorded history.” More than 14,500 people in Singapore – across 35 events – joined the campaign.

Climate Justice

This year's events will also work towards climate justice as 18 October marks the start of a 50-day countdown to the UN Climate Change Conference in Copenhagen. U2 singer Bono and Nobel Peace Prize winner Al Gore have highlighted the interconnectedness of the poverty and climate crises. With the most important climate negotiations in years approaching, ONE (SINGAPORE) joins citizens across the globe calling for a climate deal that is **ambitious** enough to leave a planet safe for us all, **fair** for the poorest who did not cause climate change but suffer the most from it and **binding** with real enforceable targets.

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For more information, an interview with celebrities or organisers involved and details on events, please contact Cazbaa Communications:

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Cazbaa Communications is the official media consultancy and is pleased to be part of a world movement, communicating the needs of the extreme poor to Singapore, calling for all Singaporeans to stand together in this global campaign.