

STAND UP
to Make Poverty History!

SPEAK OUT
To meet the Millennium Development Goals!

SPEAK OUT
to demand that our government's promises are kept!

STAND UP and be counted!

SPEAK OUT and be heard!



STAND UP SPEAK OUT

TO MAKE POVERTY HISTORY



WEAR THE WHITE BAND THE SYMBOL OF
THE GLOBAL FIGHT AGAINST POVERTY

16-17 OCTOBER 2007

BREAK THE GUINNESS WORLD RECORD

To find out more go to:

www.makepovertyhistory.ca/stand-up

www.8goals.ca/standup

ENDPOVERTY
2015
millennium campaign



STAND UP and SPEAK OUT on October 16 and 17 with millions worldwide in a call to Make Poverty History and to meet the Millennium Development Goals.

Last year 23.5 million people did just this, setting a new Guinness World Record.

Be a part of this growing global movement of people who refuse to stay silent in the face of poverty and broken promises!



WHAT IS STAND UP AND SPEAK OUT?

STAND UP and SPEAK OUT is a worldwide call to Make Poverty History and to meet the Millennium Development Goals.

On October 16 and 17 millions of people will literally and symbolically stand up and speak out demanding that their governments keep their promises to end extreme poverty. Last year, more than 23 million people took part in STAND UP and set a new Guinness World Record. This year, we want you to help break this record so the message rings even louder. Every person counts!

WHY STAND UP AND SPEAK OUT?

In 2000, leaders of 189 countries, including Canada, signed the Millennium Development Goals, a global plan to halve extreme poverty by 2015. Yet, every day, 50,000 people die as a result of extreme poverty and the gap between rich and poor is getting wider.

We need you to STAND UP and SPEAK OUT to make our government honour its commitment to give more and better aid, to cancel the debts of developing countries, and to make international trade more just. This will not happen without all of us taking a stand.

HOW CAN YOU GET INVOLVED?

1. JOIN AN EXISTING ACTION

Canadian schools, universities, local community groups, sporting clubs, faith groups, trade unions, and corporations are organizing entertaining and engaging STAND UP actions on October 16-17.

You can join these actions—or encourage a group or organization you are a part of to attend. This is a unique opportunity to speak with one voice on one issue on one day. We need you to get the message across and set a new world record in the process.

If you want to be more involved, why not get in touch with a STAND UP action organizer and be part of the planning. Check out the event calendars on Make Poverty History and the 8 Goals Campaign websites.



2. ARRANGE YOUR OWN STAND UP ACTION

a) Choose the location:
It could be a park, a public square, a school, a university, a hall or your workplace.

b) Choose the event:
It could be a **music concert, a performance, a carnival, a film screening, etc.**

OR

insert a STAND UP and SPEAK OUT action into an existing event:
Schools, universities, colleges and cégeps: Insert the action in a class, a school assembly, etc. Visit www.8goals.ca/standup for more ideas.

Places of worship: Visit www.micahchallenge.ca for ideas.

Football and other sports matches: Ask the crowd to take part in the action before or after an event or during half-time.

Cinemas and theatres: Ask the audience to take part in the action before the show.

Workplaces: Engage your colleagues to take part in the action during their working day.

c) Choose a leader:

A person from your organization or a high profile person/celebrity from the community can be invited to be the host of your STAND UP action.

d) Let everyone know about the event using e-mail, letters, flyers and posters.
Where appropriate inform the local media about your action.

All actions must take place within 24 hours between 9pm GMT on October 16 and 9pm GMT on October 17 to count towards breaking the Guinness World Record set last year.

You must register your action by 9pm GMT on October 17 in order to be counted.
You also need to report your final numbers - after the action - by 6am GMT on October 18.

Visit Make Poverty History and 8 Goals Campaign websites for local times in Canada.



WHAT HAPPENS DURING A STAND UP ACTION?

The leader gives a brief explanation of what STAND UP and SPEAK OUT is all about—a chance to join a growing number of people demanding an end to poverty and inequality—and to be part of setting a world record in the process.

The leader asks everyone to come together and sit or kneel down.

The crowd then STANDS UP in unison and SPEAKS OUT to Make Poverty History and meet the Millennium Development Goals. The leader can ask the crowd to perform an appropriate symbolic action such as reading the STAND UP Pledge, lifting arms, waving flags etc.

Organizers must record this STAND UP and SPEAK OUT action on digital cameras, mobile phones or video recorders.

Organizers must also count or estimate as accurately as possible the number of people taking part in the action and report it using the form available from one of our websites by 6am GMT on October 18 (check our websites for local deadlines). It is also possible to upload pictures and videos.

For more information as well as free tools and materials, go to

www.makepovertyhistory.ca/stand-up

or

www.8goals.ca/standup (students)

