

BONO, DIKEMBE MUTOMBO, MUSICIANS, RELIGIOUS LEADERS CALL FOR ACTION TO BEAT AIDS AND EXTREME POVERTY: The One Campaign to Fight Global AIDS and Poverty

WHAT: Participants join Bono and DATA as they launch The ONE Campaign, a new effort to rally Americans to help fight global AIDS and poverty. The campaign will be promoted with the help of a diverse coalition of faith-based and antipoverty groups and by partnerships with AOL, House of Blues, the NBA and other celebrities. The ONE Campaign will activate Americans to respond to the urgent issues of AIDS and extreme poverty through a combination of national media events, paid media, local organizing and internet outreach. This effort will be backed by coordinators in targeted states, as well as local and national church and antipoverty groups. The campaign will direct supporters to an online petition which aims to show national policy makers that Americans want them to do more to respond to the crisis.



WHEN: Sunday, May 16

WHERE: In front of Independence Hall - 5th and Market Streets, Philadelphia

WHO: Bono, lead singer of rock band U2, and co-founder of DATA which advocates for African countries fighting unpayable debts, the crisis of AIDS and unfair trade rules; Dikembe Mutombo, NBA All-star, New York Knicks, whose foundation is building a 300-bed hospital in Congo; Michael W. Smith – Acclaimed Grammy and American Music Award winner with career sales of more than 10 million. He represents the coalition of top names in the Christian music industry who have become “DATA Artists” committed to fighting HIV/AIDS and poverty world wide; Richard Stearns – president of World Vision, a Christian relief and development organization, serving the world’s poorest children and families in nearly 100 countries; World Vision is a member of the Better Safer World Campaign, a coalition of nine development and relief agencies with three million members; Agnes Nyamayaro – HIV positive Ugandan nurse who trains AIDS treatment workers; she has lost two members of her family to AIDS, and has met with President Bush; David Beckmann – president of Bread for the World, a nonpartisan citizens’ movement of 50,000 people of faith, including 2,500 churches, working to address hunger in our communities and around the world; Billy King – president and general manager, Philadelphia 76ers.