



For immediate release

Richard Curtis harnesses the power of radio for good, with global pop up radio station, Radio Everyone - partner of the Global Citizen Festival 2015

- *In support of the United Nations, The Global Goals campaign will use radio, the world's most accessible medium, to shine a spotlight on The Global Goals "the most important to-do list in history for people and planet"*
- *Radio Everyone, is partnering with the Global Citizen Festival to give The Global Goals the noisiest launch of all time*
- *As part of The Global Goals campaign, A. R. Rahman, Ice Prince and Peter Gabriel along with global communicators will support Radio Everyone in reaching as many of the world's 7 billion people in 7 days*

(July 09-2015) Radio Everyone and Richard Curtis are partnering with the Global Citizen Festival to "Tell Everyone" that we have a plan – The Global Goals for Sustainable Development. In September 2015, at the United Nations, New York, 193 world leaders will adopt a series of ambitious goals to end extreme poverty, fight inequalities and tackle climate change for everyone by 2030. On 26th September, the Global Citizen Festival will launch Radio Everyone, which forms a key part of that ambition. Ed Sheeran, Coldplay and Pearl Jam will headline the 2015 Global Citizen Festival, a free-ticketed event on the Great Lawn in Central Park in New York City.

Radio Everyone will take highlights from the six hour Central Park Global Citizen Festival and share them with their global partners in the week following the event. These highlights will run alongside unique packages inspired by The Global Goals, with the aim to "Tell Everyone" that the goals have been agreed.

Listeners around the world will be able to access Radio Everyone via an online stream on globalgoals.org and a collection of national radio stations. This will play a particularly important role in getting the message out to communities without other forms of media. The 7-day pop up radio station will feature leading artists from around the world including A. R. Rahman, Ice Prince, and Peter Gabriel.

Speaking on the festival and Radio Everyone Richard Curtis said,

"Our aim is to gather an amazing volume of extraordinary radio content about The Global Goals and then pulse it across the world to everybody on the planet that listens to radio. We want to do this in the seven days after the Goals are adopted by 193 world leaders at the United Nations. By getting The Goals into people's hearts and minds - and ears! - we can inspire the next generation of Global Citizens to be the first generation that ends extreme poverty, the most determined to tackle inequalities and the last to live with the effects of climate change."

As part of The Global Goals campaign, Radio Everyone is key to reaching 7 billion people in 7



days by taking the message of The Global Goals far and wide, from India to Brazil and from Nigeria to Indonesia, featuring:

- global communicators, including *Hrithik Roshan*
- global musicians, including *A. R. Rahman, Cody Simpson, D'Banj, Ice Prince and 2Face Idibia*
- global superheroes - amazing stories from everyday people
- all sound tracked by an original Peter Gabriel and Soweto Gospel Choir composition

Broadcasters who are supporting Radio Everyone include 97.2 Big FM in India, BBC Music in the UK, WNYC & Public Radio International in the USA, Ray Power FM in Nigeria, SABA and its members across 15 countries, Radio Romania, Radio2 Rai in Italy, the Mercury Media Group in Indonesia, and Deutsche Welle internationally.

-ENDS-

Notes to editors

ABOUT THE GLOBAL GOALS CAMPAIGN AND RADIO EVERYONE

In September 2015, at the United Nations, New York, 193 world leaders will adopt a series of ambitious targets to end extreme poverty, fight inequalities and tackle climate change for everyone by 2030. The Global Goals campaign is a global collaborative effort to ensure that these Goals are world famous and that they are successfully acted upon. In order to make the Goals famous Project Everyone, the brainchild of Richard Curtis is on a mission to get the Goals to 7 billion people in the 7 days after they are adopted. Radio Everyone forms one part of that ambition, alongside the World's Largest Lesson and the World's First Global Cinema Ad.

The Founding Team of Project Everyone includes, Aviva, Getty Images, Pearson, Standard Chartered and Unilever who have all helped to make the campaign possible, along with action/2015, Akshaya Patra, Bill & Melinda Gates Foundation, Global Citizen, Google, Huffington Post, ONE, Penguin Random House, Reliance Group, Save the Children, SAWA, UNDP, UN Foundation, UNICEF, Universal South Africa, Virgin, Vodafone Foundation, WeTransfer and Wikipedia.

For information about The Global Goals follow the hashtag #globalgoals and visit www.globalgoals.org.

ABOUT GLOBAL CITIZEN

Global Citizen is a content and campaigning platform where people can learn about and take action on the world's biggest issues. Global Citizen works in partnership with and supports some of the most effective organizations working to end extreme poverty. Committed to providing the most interesting stories, effective actions and powerful campaigns, Global Citizen aims to unlock the power of every individual to play his or her part in the movement to end extreme poverty in the next 15 years.