
PRESS RELEASE

For immediate release

94,678 people in UAE join millions around the world in the Stand Up Campaign against Poverty and Inequality

- Dubai October 18th 2007

As the deadline closed for the largest number of people Standing Up Against Poverty and Inequality in the world, UAE registered a total of 94,678 people from all walks of life as they put aside their priorities to Stand Up for two minutes and remind their leaders about their commitment to the UNMC Millennium Developmental Goals for 2015. These included 40,100 students from schools and educational institutions, 45,428 from corporations and organisations, 7,500 from labour camps, 875 from banks and 775 at shopping malls.

Hundreds of volunteers from the International Humanitarian city, IAHV and Art of Living worked day and night over the last fortnight in this landmark campaign that brought people from every segment of society onto a single platform to address the most serious issues concerning the world today.

In schools and organisations all over the country, the excitement was palpable as participants found innovative ways to demonstrate their commitment to ending poverty and inequality. In organisations and in malls, people stood in creative formations while taking their pledge towards a better world by 2015. In schools, students made banners and placards drawing attention to poverty, hunger and universal education.

Organised by the United Nations Development Program (UNDP) along with IAHV and the Art of Living. The 'Stand Up and Speak Out' Campaign comes with the endorsement of HRH Princess Haya Bint Al Hussein, UN Messenger of Peace and the International Humanitarian City.

At a press conference to announce the results of the campaign last evening, Dr Khaled Alloush, UNDP Resident Representative and UN Resident Coordinator in the UAE, said "Successful cases demonstrate that MDGs can be attained, only if, concentrated additional actions are taken immediately and sustained until 2015, especially the financial support from developed to developing countries. On the other hand, achieving MDGs requires the full commitment and collaboration of governments, UN and other multilateral organizations, NGOs and the private sector."



Addressing the press in a televised message, HRH Princess Haya Bint Al Hussein, UN Messenger of Peace and Chairperson of the International Humanitarian City said, “We live in a world that is driven by the communication age, so many causes and crusades remain to a certain extent peripheral to peace. We must recognise that hunger is a grass roots issue and a root cause of social unrest. I am honoured to add my energy to a community that fights for making a better world for our children.”

Speaking of the mammoth effort that went into the organising of the event, Rugmani Prabhakar, Country coordinator IAHV and Art of Living, said, “To maintain the authenticity of the event, all efforts were made to ensure that participants properly register, collect their Pledge and campaign ribbons and send photographic evidence and a report with the final number of participants to the organisers.” Sri Sri Ravishankar, the founder of Art of Living and the International Association for Human Values said that such participation was essential to the success of the campaign. He said, “All the nations of the world have come together and have set up eight Millennium Development Goals, and it will remain just a dream if we don’t stand up and participate.”

