



FOR IMMEDIATE RELEASE
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**Campaign Urges: Don't Just Phone It In This Mother's Day.
Help Tackle Global Poverty.**

Washington, DC --This Mother's Day, the *One Shared World** campaign is encouraging Americans to give a gift to mothers *everywhere*. How? By honoring the special women in their lives—and those they don't even know—with a simple gesture to help end global poverty.

Beginning today and continuing through Mother's Day, May 13, *One Shared World* is featuring ideas that pay tribute to the powerful role women play in building a better future for all of us. Visitors to the Campaign's Web site—www.onesharedworld.org—site will find alternative giving ideas such as free E-cards, unique handicrafts that support livelihoods of artisans in developing countries, organically grown flowers and opportunities to donate to one of hundreds of grassroots projects that help women lift themselves and their families out of poverty.

The *One Shared World* campaign aims to raise awareness of global poverty and generate dialogue about how we tackle it. The Campaign does not provide direct assistance. Instead, it aims to engage Americans—especially American working women—in thinking about the many public and private U.S. efforts that help individuals and families in developing countries overcome hunger, illiteracy and disease. According to Project Director Cate Cowan, "Mother's Day is a perfect opportunity for American women to think about the aspirations and hopes we have in common with women whose lives may seem worlds away from ours—and to celebrate those shared ideals."

Joining *One Shared World* for the Mother's Day initiative are Aid to Artisans, GlobalGiving and Organic Bouquet. Ongoing partners in the Campaign are The American Association of University Women (AAUW), American Women in Radio and Television (AWRT), the National Association of Women Business Owners (NAWBO) and the National Council of Negro Women (NCNW). The Campaign is funded by the U.S. Agency for International Development (USAID) and managed by the nonprofit Academy for Educational Development (AED).

To find special Mother's Day giving ideas—and to learn more, connect more or do more to help tackle global poverty—visit www.onesharedworld.org.

**One Shared World* is a service mark of AED.