



MEDIA ADVISORY

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**Do Something Different This Mother's Day:
Help Tackle Global Poverty**

WHAT: This Mother's Day, *One Shared World*SM is encouraging American women to honor their mothers and other special women in their lives by skipping the flowers and doing something to help end global poverty. Through May 14, the Campaign's Web site—www.onesharedworld.org—is featuring unique, free Mother's Day e-cards and downloadable keepsakes, as well as a meaningful alternative gift idea: a Mother's Day donation to a program of their choice that helps women lift themselves and their families out of poverty.

WHERE: At www.onesharedworld.org, women will find alternative free gift ideas and a link to the many health, education and economic programs of GlobalGiving, an online marketplace that allows donors to find and fund grassroots projects in more than 60 countries that appeal to their specific interests.

WHEN: Beginning Friday, May 5, and continuing through Mother's Day, May 14.

WHY: Almost two-thirds of the world's people have difficulty meeting their daily needs for food and shelter. Although American women may feel worlds away from women in developing countries, Mother's Day is a time when they may be especially open to considering the relationships, aspirations and hopes they share with women in the developing world—and sharing those values with the important women in their lives.

WHO: *One Shared World* is a campaign to raise awareness and generate dialogue about global poverty and what Americans can do to help 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. *One Shared World* demonstrates how when we support progress in one area, it pays off in others—making communities, societies and the world we share healthier, safer and more prosperous.

Partners in *One Shared World* 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. GlobalGiving is also partnering with the Campaign for this Mother's Day initiative.