

**GUINNESS WORLD RECORD CHALLENGE!**  
15-16 OCTOBER 2006



# STAND UP

**AGAINST POVERTY, STAND UP for the MILLENNIUM DEVELOPMENT GOALS**

**Wear the white band the symbol of  
the global fight against poverty**



**MILLENNIUM CAMPAIGN**  
VOICES AGAINST POVERTY



Join hands on **October 15th & 16th, 2006** to set the first ever Guinness World Record for the largest number of people to **STAND UP ... Against Poverty!**

We are inviting you to join forces with people all over the world to:

**STAND UP** to bring Poverty Down!  
**STAND UP** for the Achievement of the Millennium Development Goals  
**STAND UP** and demand that promises made by our governments must be kept  
**STAND UP** and be heard!  
**STAND UP** and be counted!

## WHAT IS STAND UP?

**STAND UP** is an exciting and innovative challenge in which we are attempting to set an official Guinness World Record for the most number of people ever to **STAND UP** Against Poverty and for the Millennium Development Goals on October 15th-16th. A minimum of ten thousand people must physically “**STAND UP**”; we have just 24 hours to set this record. Every person counts!

**STAND UP** is a mobilisation initiative designed to coincide with global mobilisations around the International Day of Poverty Eradication and the White Band Day of the Global Call to Action Against Poverty on October 17th.

**STAND UP** will raise awareness of the Millennium Development Goals (MDGs) and publicly demonstrate the growing global support for the achievement of these Goals.

## HOW CAN YOUR ORGANIZATION GET INVOLVED?

There are two ways that your organization can join this exciting global challenge:

### 1. Join an existing Millennium Campaign or partner **STAND UP** Event

The Millennium Campaign working with a large number of national and local partners including people’s organizations, citizen’s groups, faith organizations, trade unions and local authorities, is planning a number of engaging events in various cities around the world to individuals to take part in the **STAND UP** challenge.

Your organization could join these events by publicizing them to your members and encouraging them to attend. This challenge is all about numbers and we are relying on the support of our partners to help us set this record.

## 2. Arrange your own **STAND UP** Event

- Identify one local public space which is in a central location – Town or village square, city hall, marketplace, parks, town hall, schools, universities, etc.
- Decide on event theme: e.g. music concert, theatre group dance troupe, carnival, Rap concert, local music and dance performances, street theater, outdoor film screening.  
OR
- Insert a Stand Up moment into an existing event: e.g. **Sunday Church Services:** Engage faith leaders to lead their congregations in a Stand Up Moment during Church service; **Football and other sports matches:** Insert a Stand Up moment into half time at football and other sports events; **Cinemas:** Broker a Stand Up moment with a local cinema chain to ask patrons to Stand Up before viewing films.  
**Monday** Engage schools to hold a Stand Up moment on Monday morning; Engage companies to get their employees to hold a Stand Up moment on Monday morning.
- Decide on who will lead the event. A person from within your organization or a high profile person/celebrity from the community. They can be asked to be master of ceremonies at the event.
- Where appropriate inform relevant local or national media that event is taking place.
- Inform via e-mail, letter, fliers, posters etc all your members about this mobilisation day. Invite them to come and join this global challenge.
- The Millennium Campaign is in the process of preparing a range of **STAND UP** materials which will be available to download from our website and partner websites soon.
- These materials can be adapted and used for your event – Posters, banners, T-Shirts, fliers, placards etc to be handed out at the event.

### *On the Day: How to “STAND UP” on October 15th-16th*

- The actual **STAND UP** moment must be coordinated to take place at a suitable time during your event.
- A celebrity, mayor or other relevant high profile figure (“an announcer”) will ask everyone gathered to come together and sit/kneel down.
- The announcer gives a brief explanation of the **STAND UP** initiative. Why we are doing this: A world record attempt to **STAND UP** Against poverty, in support of the MDGS, for promises that must be kept, (insert relevant organizational messaging here)
- The announcer asks the gathered crowd to count down from ten with them and then at “0” everyone will **STAND UP** together for a minute. Disabled people can raise their arms or perform another appropriate action to show they are taking a stand.
- A community leader/celebrity/relevant high profile figure reads the **STAND UP** Pledge on behalf of those gathered.
- The core **STAND UP** pledge will be available to download on the Millennium Campaign and partner websites. It can also be adapted to include messages relevant to individual organizations holding these events.

- The final but crucial step - count or estimate as accurately as possible the number of people taking part in the STAND UP initiative. This is a very important part of the process as these figures will be added to the total record breaking numbers.
- The “announcer” informs the audience that “x” number of people have Stood Up against Poverty at this event and their efforts will be logged as part of the record setting attempt and total numbers of people Standing Up around the world against poverty.
- Ask the audience to record this STAND UP moment on digital cameras, mobile phones or video recorders and send us the pictures. These will be featured on the STAND UP Global Mosaic to be created on our website.
- The final results of the record attempt will also be available online at **www.millenniumcampaign.org** and various partner websites.

*To ensure the inclusion of those not physically able to Stand Up i.e. disabled people, a symbolic act of raising a hand, wearing a white band or holding up a banner with the “Stand Up Against Poverty” message on it will also be counted.*

*In these cases, rather than rising from a sitting position, symbolically “standing up” will also be taken to mean “taking a stand” against poverty.*

## *How to be counted?*

- The act of Standing Up Against Poverty is in itself a strong symbolic statement. But for the symbolic statement to have political impact, it is crucial that these STAND UP efforts are acknowledged and counted.
- For this mobilisation to have real impact we need to be able to tell our leaders and the world that hundreds and thousand of people, all over the world have mobilised publicly to demand that poverty eradication and the achievement of the Millennium Development Goals are a political priority.
- Therefore, we are asking event organizers to take responsibility for registering their STAND UP numbers (it is not necessary for every individual to register their participation).
- To be included in the official count final Stand Up actions must be complete by 10.00am (GMT) on October 16th and final numbers must be submitted to the Millennium Campaign by 9.00pm (GMT) on October 16th.
- Numbers can be submitted by completing the registration form at the appropriate Millennium Campaign web-site:  
**Italy:** [www.millenniumcampaign.it](http://www.millenniumcampaign.it)  
**Germany:** [www.millenniumcampaign.de](http://www.millenniumcampaign.de)  
**Spain & Latin America:** [www.sinexcusas2015.org](http://www.sinexcusas2015.org)  
**Portugal & Latin America:** [www.pobrezazero.org](http://www.pobrezazero.org)  
**For all other regions:** [www.millenniumcampaign.org](http://www.millenniumcampaign.org)
- For those not able to access the web, fax submissions to your local Millennium Campaign office.

To find out more go to **www.millenniumcampaign.org** or contact:

**Mandy Kibel**  
+1-212-906-6242  
amanda.kibel@undp.org

**Anand Kantaria**  
+1-212-906-6783  
anand.kantaria@undp.org

### **The Millennium Campaign**

304 East 45th Street, 6th floor, New York, New York 10017, U.S.A.  
Fax: +1-212-906-6057  
Email: [info@millenniumcampaign.org](mailto:info@millenniumcampaign.org)