

APRIL 5, 2013



MILLENNIUM DEVELOPMENT GOALS

*1000 Days, 8 Goals, 2 Million Tweets
Together we CAN achieve the MDGs*

APRIL 5, 2013



MILLENNIUM DEVELOPMENT GOALS

*1000 Days, 8 Goals, 2 Million Tweets
Together we CAN achieve the MDGs*

In 2000, all 189 United Nations Member States, including Germany, committed to achieving **8 Millennium Development Goals by 2015**. These goals concern extreme poverty, education, gender equality, healthy kids, healthy moms, diseases, the environment and working together in global partnership to achieve these goals.

April 5th 2013 marks the 1000 day countdown to MDG deadline. We have just 1000 days to join forces, recommit ourselves and take concrete action to ensure that these goals are achieved by 2015.

JOIN US AND TAKE ACTION ON APRIL 5th!

How to get involved in the Global MDG Twitter Campaign:

1) Set up a Twitter account and start following MDG related Twitter Feeds

2) Think of Creative Ways to Spread the Word in your Community

- Dress up/ Make posters representing one of the goals in public space (ie. school, public square, house of worship)
- Host a bake sale fundraiser with mosquito shaped cookies and donate proceeds to MDG charity (Goal #6: malaria eradication)

3) Tweet and re-tweet (using the hashtag #1000DaysToGo) on April 5th 2013

- Sample Tweet (140 characters, including hashtags):

A child dies every 45 seconds from malaria. But it's preventable! We need to keep our #MDG promise & save lives! #1000DaysToGo @Angie_Merkel [fill in your own Head of Government's @username]

For more information about the April 5th Global Twitter Campaign, email:

Hilary Keachie at hmk@aej-online.de

In 2000, all 189 United Nations Member States, including Germany, committed to achieving **8 Millennium Development Goals by 2015**. These goals concern extreme poverty, education, gender equality, healthy kids, healthy moms, diseases, the environment and working together in global partnership to achieve these goals.

April 5th 2013 marks the 1000 day countdown to MDG deadline. We have just 1000 days to join forces, recommit ourselves and take concrete action to ensure that these goals are achieved by 2015.

JOIN US AND TAKE ACTION ON APRIL 5th!

How to get involved in the Global MDG Twitter Campaign:

1) Set up a Twitter account and start following MDG related Twitter Feeds

2) Think of Creative Ways to Spread the Word in your Community

- Dress up/ Make posters representing one of the goals in public space (ie. school, public square, house of worship)
- Host a bake sale fundraiser with mosquito shaped cookies and donate proceeds to MDG charity (Goal #6: malaria eradication)

3) Tweet and re-tweet (using the hashtag #1000DaysToGo) on April 5th 2013

- Sample Tweet (140 characters, including hashtags):

A child dies every 45 seconds from malaria. But it's preventable! We need to keep our #MDG promise & save lives! #1000DaysToGo @Angie_Merkel [fill in your own Head of Government's @username]

For more information about the April 5th Global Twitter Campaign, email:

Hilary Keachie at hmk@aej-online.de