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Celebrities join push for action on UN-backed development targets



Goal 1 of MDGs: Eradicate extreme poverty and hunger

1 September 2010 – Athletes, singers, actors and other celebrities are lending their voices to push for accelerated progress to achieve the Millennium Development Goals (**MDGs**), eight anti-poverty targets with a 2015 deadline, the United Nations **announced** today.

The dozens of UN Goodwill Ambassadors and Messengers of Peace are joining forces to call for action ahead of the **high-level summit** on the MDGs bringing together nearly 150 world leaders to be convened by Secretary-General Ban Ki-moon later this month.

Representatives from the private sector and civil society are also expected to attend the three-day meeting in New York, which kicks off on 20 September.

Among the celebrities who are taking a stand against poverty in support of the MDGs are: singer Angelique Kidjo of Benin; football star Ronaldo of Brazil; Queen Rania of Jordan; singer Ricky Martin of Puerto Rico and actress Mia Farrow of the United States.

"I thank these outstanding leaders for joining our push to advance progress towards the Millennium Development Goals," Mr. Ban said today.

"They are household names who are bringing the message of global justice and solidarity to homes and communities around the world."

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