

2005 WORLD SUMMIT

HIGH-LEVEL PLENARY MEETING | 14-16 SEPTEMBER 2005



» UN TO NEW YORK: EVERYONE IS A DELEGATE

UNITED NATIONS TO ANNOUNCE ADVERTISING CAMPAIGN ON LARGEST-EVER GATHERING OF WORLD LEADERS

- WHO:** Shashi Tharoor, United Nations Under-Secretary-General
- WHAT:** Press Conference and Official Launch of “Everyone is a Delegate” Advertising Campaign
- WHERE:** United Nations Secretariat
42nd Street and First Avenue, New York, NY 10017, Room 226
- WHEN:** Tuesday, 6 September 2005
Immediately following the 12 Noon Daily Briefing

(2 September 2005) The United Nations will officially launch a two week long city-wide advertising campaign to alert New Yorkers to the 2005 World Summit being held at United Nations Headquarters from September 14-16. The theme of the campaign is “Everyone is a Delegate,” to convey the message that we all have a stake in the outcome of the Summit.

The Summit will be the largest ever gathering of world leaders, with more than 170 Heads of State expected to converge on the city to tackle some of the biggest global challenges, such as global poverty, human rights, terrorism and UN reform. Please visit <http://www.un.org/summit2005/> for additional information.

The goal of the advertising campaign is to inform New Yorkers and commuters throughout the tri-state area about what is going on and why. The United Nations wants New Yorkers to know that it appreciates the inconvenience they will suffer when world leaders come to town.

Beginning this weekend, advertising will appear on subways, buses, LIRR, Metro North, New Jersey Transit, telephone kiosks and at all area airports. Four television spots will start airing on September 3 on local network and cable television, including news and morning programs.

The campaign was created pro bono by McCann Erickson Worldwide and funded by the United Nations Foundation and the United Nations Department of Public Information as part of its community outreach to the host city.

MEDIA ARRANGEMENTS:

Journalists without United Nations accreditation who wish to attend the press conference and launch should go to the United Nations Visitors’ Entrance at 46th Street and First Avenue. Once they have gone through security, they should gather at the Information Desk in the lobby of the Visitors’ Entrance by 11:30 A.M. A member of the United Nations Media Accreditation and Liaison Unit will be there to escort them to the press conference. Please be sure to bring an official visual i.d.

MEDIA CONTACTS:

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